

Contacts Easter

1946

CALLING ALL SALESPeOPLE!

"Spring Fever" Notwithstanding, Career-Bound Eatonians Are Always Interested in Helpful Suggestions. Check? Check!



Smart, Business-like Appearance.

Here are eight fundamentals from the experts, our staff training department.



Prompt Approach.

Knowledge of Customers' Wants.



Knowledge of Suggestive Selling Methods.



Knowledge of Display.

Adopt these selling principles and you will be on your way to an efficient and promising career!



Ability to Take Care of Stock.



Ability to Develop a Personal Following.



Knowledge of Advertised Items.

Contacts

APRIL, 1946

"Still Stands Thine Ancient Sacrifice . . ."

Easter, 1946, will be the first to dawn in six years without thundering guns, devastation and death. A peaceful Easter, recalling those lines of Kipling's immortal "Recessional":

"The tumult and the shouting dies;
The Captains and the Kings depart;

Still stands Thine ancient sacrifice,
A humble and a contrite heart."

ESGUSODION I BOB CYMRO

(Or Apologies to All Welshmen)

Your Editor Led With His Chin, When In March Contacts, Suggestions Or Criticisms From Our Readers Were Invited Under The Caption Of "Pardon Us For Poking Our Nose in Here"

A Welshman Writes:

"To the Editor:

"March Contacts was good. One paragraph invited suggestions or criticisms—brother, you asked for it, so hold tight.

"Begorra, was this issue ever green—green in color—news was about green intended for "green" readers, no doubt. How any colour expert could choose green in a March 1st issue I can't figure out. For your information, Mr. Editor, you mixed your colours badly. March 1st IS one day in the year, and every year, for a thousand years and more, that is St. David's day—or the Welshman's day, and the right colour, March 1st, is yellow or daffodil. No doubt you realize the injustice to all the Jones, Hughes, Roberts, Williams, Morris, Evans, etc., employees of the store. Now you spoiled our St. David's day for this year. We hope you all have a happy St. Patrick's day.

"G. Evans, department 238."

* * *

Well, Mr. Evans, you certainly have us up a sweet gum tree! Meanwhile apologies to all our Welsh friends. Between now and next March 1st we'll try to devise a colour compromise between the daffodil of St. David and the green of St. Patrick.

Miss Della Porter, formerly superintendent's office here and now back again with western office, Toronto, writes:

"Toronto, Ont., March 11th, 1946.

"Re 'Pardon Us for Poking Our Nose in Here' (March Contacts, 1946). You asked for it and although I cannot think of a suggestion at time of writing, I would like to make a comment and tell you that Contacts has always been 'tops.' Like the 'Book of the Month,' I, personally look forward to read each and every issue. A 'best seller,' I would say. To read Contacts is an education in itself."

* * * *

Miss Emmie White, Formerly With The Stationery Department, Now Retired, Writes:

"Oxbow, Sask., March 22nd, 1946.

"In your March (Irish) number of Contacts you ask for suggestions or criticisms. Well, this is just an appreciation of the store magazine. I certainly enjoy Contacts and look forward to the different issues. News is general and covers the store well . . . I send my copy on to Victoria, B. C. (Mrs. Rooney) and believe she passes it on also. Keep up the good work!"

* * *

Thank you Miss Della Porter and Miss Emmie White—your kindly comments make us blush—but they do come as healing balm after the righteous wrath of Wales.



Lt.-Col. H. E. Brown



Major K. A. Smith



Major A. G. Pryce



Lt.-Col. D. Howat

OUR GALLERY OF GALLANTRY

More Eatonians Who Have Been Decorated For Distinguished Service

Lieut.-Col. H. E. Brown (Brandon), **Order of the British Empire**. This high-ranking young officer, who came up from the ranks and was recently awarded the O.B.E., also has the Efficiency Medal. Enlisting in January, 1940, Lieut.-Col. "Ted" Brown served in Italy and France with the Royal Canadian Artillery. He was wounded at Ortona on March 23rd, 1944. A younger brother, Lieut. A. Homer Brown, was killed on the European continent.

Major Kenneth A. Smith (expense office), **Mentioned in Despatches**. The fine military record of this young officer can be but briefly outlined here. Enlisting as a private, Ken Smith rose to the rank of major and second in command of the hard-fighting Camerons. A corporal at Dieppe, he was twice wounded—at Dunkirk and again on the Rhine. Mentioned in despatches for gallantry at Calcar, Germany.

Major A. G. Pryce (manager, women's sportswear), **Member British Empire**. Major Pryce's award is for outstanding service in Northwest Europe. "Gerry" served for five years with the 18th Armoured Car Regiment—Manitoba Dragoons. (And he's very proud of those Dragoons!)

Lieut.-Col. D. Howat (men's shoes), **Mentioned in Despatches**. While Colonel Howat's citation has not yet been received, it is in recognition of his taking the town of Wehl, Germany, when as a major he commanded "B" Company, Regina Rifles. "Doug" is another Eatonian who has the distinction of enlisting as a private and rising to the high rank of Lieut.-Colonel.

Sgt. Jean Ewing (jewellery), **Certificate of Merit**. Presented on behalf of the Supreme Commander of the Allied Expeditionary Forces, the award was made "in recognition of the conspicuously meritorious and outstanding performance of duty while serving as chief clerk of the operation branch from May, 1944, to May, 1945. Her unfailing loyalty and initiative cemented by her own example developed a team work . . . that contributed materially to the successful operation of the division." Sgt. Ewing, who went overseas with the First Contingent of C.W.A.C., was the former Jean Barker. Her husband, Capt. J. K. Ewing, is with the permanent forces in British Columbia.

Sgt. Phyllis Finch, C.W.A.C. (Lethbridge), **British Empire Medal**. "This award," wrote Major-General F. F. Worthington, Pacific Command, to Sgt. Finch, "signifies services you have rendered to your country . . . You have displayed a fine sense of duty and a spirit of achievement which has been an inspiration to those with whom you served."

C.Q.M.S. W. W. Willwand (fruits), **Mentioned in Despatches**. "In recognition of gallant and distinguished services," says the official letter from Ottawa. "The King's Certificate will be forwarded later," the letter adds. "Bill," as we all know him served for six years mostly in France, Belgium, Holland and Germany.

Sgt. O. G. Martin (Alexander Avenue warehouse), **Mentioned in Despatches**. Sgt. Martin served with the Saskatchewan Light Infantry in Sicily and Italy, and was wounded March 23rd, 1944, during the Hitler Line occupation. His citation has not yet been received.

R.P.O. Reg Sargent (egg room), **Long Service Medal**. Regulating Petty Officer Sargent joined the Naval Reserve in 1932 and went active at the outbreak of war. He has done corvette duty and mine sweeping on both oceans.



R.P.O. Reg Sargent



Sgt. Jean Ewing



Sgt. Phyllis Finch



C.Q.M.S. W. W. Willwand



Sgt. O. G. Martin

"To Whom it May Concern..."

Recent "Letters of Credit" and Telephone Messages That Deserve a Prominent Place in These Pages

An orchid to our elevator inspectors from an insurance official on the occasion of his final inspection before leaving this territory.

"The T. Eaton Co. Ltd.,
"Winnipeg, Man.

"March 8th, 1946.

"I am writing you in appreciation of the co-operation and good will extended to me by your elevator staff during my annual inspections of your elevators. Messrs. Jack Cheale and Sam Taggart have been most courteous at all times. I have been accompanied by Jack on each inspection and I am very pleased to state that maintenance and cleanliness are of a very high order. In my travels throughout the Dominion, I have inspected many groups of elevators and have no hesitation in stating that yours takes second place to none.

"The exacting detail and organization necessary to maintain the high standard of service and efficiency demanded is known to only a few individuals, and in maintaining this service with a minimum of accidents, your staff is highly commended."

* * *

Elevators Again!

And here is a "thank you" letter received by elevator despatcher E. W. Armstrong. Like a true Eatonian he picked up this customer's wallet on the main floor and promptly turned it in to the adjusting bureau.

"Kenora, Ontario, March 5th, 1946.
"Mr. E. W. Armstrong,
"89 Hill St., Norwood, Man.

"Enclosed find money order for five dollars in token of my great appreciation. I was very fortunate in having you find my billfold containing forty dollars that I lost in Eaton's store.

"I received the billfold and money this morning intact. I would like to thank you in person for your honest and upright way, but living in Kenora, not Winnipeg, this letter will have to speak for myself. Again thanking you."

* * *

A Bouquet for Driver Cyluck!

A Palmerston Avenue customer phoned the delivery office on March 18th and sang the praises of Driver P. Cyluck.

It seems, that on completing his deliveries, Driver Cyluck discovered that this customer had inadvertently paid him \$10.00 too much. Mr. Cyluck, of course, promptly returned the money.

* * *

And Another for Driver Mitchell!

A good samaritan act by Driver Robert Mitchell recently prompted a telephone "thank you" to Contacts office.

Arriving on the scene of a motor accident at Parkdale Road, Driver Mitchell discovered that a woman had fractured her leg in two places. Gently lifting the injured woman into his truck, he rushed her to the nearest hospital—the Children's. On advice of the latter authority he then conveyed her to the General hospital.

A D.A. Customer on Dudley Avenue Sends Us This Tribute to the Thoughtfulness of Driver C. Goodman.

"March 15th, 1946.

"The T. Eaton Co., Limited.

"I had the misfortune to slip up and break my hip in November and when I got home from hospital I was alone here, having lost my wife three years ago. Your driver on this route has been most helpful and kind. When deliveries are made he comes in and puts the things on the kitchen table as I was rather helpless at doors, etc., being on crutches.

"This driver was so very thoughtful and pleasant all the time. So please convey to him my great appreciation and thanks so much."

* * *

Talk About Money's Worth!

This Customer Sings the Praises of Her 26-Year Sewing Machine That's Still Going Strong

"I am sending you a sample of sewing which was done on an Eaton's sewing machine bought 26 years ago. I have done all my family sewing besides costume work on it. It has sewn overalls by the dozen, also coats and other articles including leather goods, binder canvas and quilted articles and during all this time the machine has never seen the inside of a repair shop. Nothing has ever broken and the only money spent on it was for oil. A sewing match between my machine and a new ——— was held and mine came out "tops." The machine cost me \$25 and is the Eaton Regent. I wouldn't trade it for a new one for I'm really proud of it. You may use this letter anywhere you like, even in your catalogue as a guarantee of your perfect sewing machines. I expect to use mine all my life.

"Sincerely yours,

"Mrs. M. E. Wright, Pierson, Man."

ENTHUSIASM

"Enthusiasm is the greatest asset in the world. It beats money and power and influence. Single-handed the enthusiast convinces and dominates where wealth accumulated by a small army of workers would scarcely raise a tremour of interest. Enthusiasm tramples over prejudice and opposition, spurns inaction, storms the citadel of its object, and like an avalanche overwhelms and engulfs all obstacles. It is nothing more or less than faith in action."

Watch ye, stand fast in the faith, quit you like men, be strong.

—St. Paul. 1 Cor. 16:13.

* * *

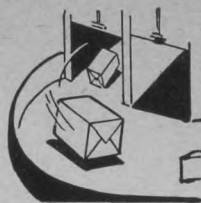
Experience keeps a dear school, but fools will learn in no other.

—Benjamin Franklin.

* * *

The wise are guided by reason, ordinary minds by experience, the stupid by necessity, and brutes by instinct.

—Writer Unknown.



At left, the third floor fish counter—photographed before store opening. A few minutes later it was teeming with Lenten activity. (Capacity here is 1,500 parcels daily.)



Audrey Benstead (at left) is a typical Eaton parcel inspector—and one of the best! On the job for six years, Audrey knows all the angles. Her trained eye and skilled fingers speed the goods on their way—safely wrapped, carefully checked and correctly addressed. Thus Audrey protects the department and its customers. Audrey is a real outdoor girl, too, she plays 2nd stop for the Eaton "Imps" (softball) team.

The Journey of a Parcel

Or Where Do All the Good Little Parcelers Go?

The careers of many high-ranking Eaton men and women show that they began as parcelers, and then? Why many simply graduated in to the selling ranks of the department that had come to know them.

The job of "parcel inspector" (which, we're told, is the correct term applied to this work) requires both skill and concentration. It takes at least six months to develop an accurate and efficient inspector.

It's a Long Road!

One reason is that a parcel for delivery must be so expertly wrapped that it will stand up under nine different handlings and arrive in first-class condition at the customer's door. For example: 1, when wrapped the parcel is picked up by carrier; 2, checked by marker; 3, from her it slides down the chute; 4, passes along 200 feet of carrier belting 5, to the "bridge" and another checking. 6, Here it "changes trains" and travels along another 300 feet of belting to station 7, "despatch." Checked again, the little traveller is put in 8, the driver's bunk.

Now 9, the driver loads friend parcel for the last stage of its journey—which is the customer.

There's a Lot of Angles to Watch

In parcelling of Eaton fresh fish, for example, three wrappings, consisting of wax and kraft papers, are used. Care must be exercised to ensure that no moisture will come in contact with other goods in the customer's order, nor that the parcel will stain the customer's clothing. In "dry goods," fashion merchandise, and apparel, the inspector must check sizes, weights, prices and condition of goods. This to ensure that customers do not receive soiled, damaged or wrong merchandise.

It's a Big Job!

All told, there are some 88 delivery routes and that covers a lot of territory. Our parcelling staff comprises 132 inspectors under the direction of Mr. William Spenceley, who, himself, started as a parcel boy. He is, therefore, thoroughly acquainted with all the phases of this most important service—satisfying Eaton customers! (To Be Continued)

THE SUN DIAL

The School for Post-war Courtesy—By H. I. PHILLIPS

"Department stores plan immediate courses in instruction in politeness now that the war is over."—News item.

1. What's wrong with these sentences:
(a) The customer is always wrong.
(b) Good will in business is the baloney.
2. Check the correct answers to this question: Could you wait on me soon, please? "No!" "Take it easy!" "Aw, don't bother me!" "Yes, ma'am."
3. John has 50 apples. Charlie has 30 apples and Will has 20 apples. They pool their

apples and go into business. They hire a clerk who hates the job, the public and also apples. After three months John, Charles and Will still have a total of 100 apples. Why?

4. Which is correct grammar: (a) "If you ain't satisfied go to another store"; (b) "If you are not satisfied go to another store"? State why neither helps build up the business.
5. Which is correct, "Take your time; I is here to help you get what you wish" or "Take your time; I am here to help you get what you wish"?



Top left—Meat parcelling desk and one of the most important in the system. This battery of skilled parcel inspectors carefully check quantities, condition of meat or fish, name, address, route numbers and prices. Apart from being skilled parcellers, these girl inspectors must be acquainted with various cuts of meat. Also they must be observant, know rationing values and be quick to check discrepancies occurring with either customers or sales people. Janet Reid (at right) is in charge and is she proud of her gals!

Top right—Leonard Crook, carrier boy, collects the second floor parcels at each department and brings them to the checkers in his rubber-tired truck.



Lower right—Route markers in action. These well-trained inspectors mark the route numbers on parcels for direction to each driver's bunk. Changes in route numbers are carefully scrutinized on blackboard seen in picture. The girls also carefully check the parcels brought to the chute, by carrier boy, for poor or damaged wrapping. Where necessary, they correct deficiencies, or in more serious cases, the parcels are returned to the department.

From here we leave the parcel to travel on its way down the chute and over the belts to other stations on its journey.

6. Rose is a milk-bar clerk. George is a man who just found a fly in his chocolate milkshake. If George protests to Rose, which of the following courses should Rose take.
(a) Tell George to go jump off the dock;
(b) Say "Tell the manager and see what I care";
(c) Express regret and make him a flyless milkshake.

7. Are the following true or false?:

- (a) Customers are pests and should not go around bothering salespeople.
(b) Customers are important in that they keep a business going.
(c) Customers should be kept out of stores so the help can be happy.
(d) Customers are at times annoying, but with a little give-and-take from the salesladies they can be endured.

8. Check the obsolete in the following: Bloomers. Politeness. High-wheeled bicycles. Rocket planes. Salesmanship.

9. Which of the following have done most to improve human relationships?: Emily Post. Bluebeard. Lord Chesterfield. The Metro lion. Gargantua.

10. State which of the following replies are good judgment in a case where a customer, fainting in a long wait to be given attention, asks for a glass of water:

"Certainly," or "Try some place down the block."

New York Times.



You Said It, Judge!

Don't talk like a watch which ticks away the minutes, but never strikes the hour.

The really great man is the man who makes every man feel great.

I am a great believer in luck. The harder I work the more of it I seem to have.

The bigger a man's head gets, the easier it is to fill his shoes.

A chip on the shoulder indicates that there is wood higher up.

More people should learn to tell their dollars where to go instead of asking them where they went.

As we grow better, we meet better people.

The place to begin the battle against crime is in the high chair, not the electrical chair.

It is hard to believe that a man is telling the truth, when you know that you would lie if you were in his place.

The best measure of a man's mentality is the importance of things he will argue about.

—From "The Messenger."



Your Safety Committee in Session

Left to right—Messrs. C. E. Tribble, maintenance and caretaking; A. E. Sizeland, floor service; C. Tucker, chairman; J. Newton, fire inspectors; W. E. C. Hurlburt, Contacts; A. Bowman, engineers. Inset, A. Arnason, garage.

"BEFORE THE ACCIDENT HAPPENS"

Help Promote Traffic, Industrial and Home Safety

A Word From Your Safety Chairman:

Traffic and industrial hazards spawned by the exigencies of an all-out war, and for that reason left pretty much to solve themselves, now demand solutions. We cannot afford to waste time. We cannot afford mistakes. Common sense alone demands the careful attention and co-operation of every one of us. Only by the safety-conscious attitude of all can we meet the multitudinous accident hazards that are always a part of every mercantile institution.

We believe that upon two single factors rest the ultimate success of any Store-Safety-Programme—an informed staff, and a broader degree of co-ordination among the employees involved. And that includes not only **ALL THE EMPLOYEES** but our customers as well.

To that end your Store Safety Committee proposes to discuss in these pages from time to time, things pertinent to the cultivation of accident prevention in our store and warehouses.

This very important committee meets monthly, or at the call of the chairman, to talk over matters of safety, investigate accident trends, and endeavour to devise some means for their elimination or reduction.

Safety is Everybody's Job. Any Eatonian who notices anything that seems to have an element of danger, an unguarded hazard, should report it at once to the person in charge of that particular section or operation. The latter will either take the necessary steps to rectify it, or, if unable to do so, will pass the problem along to this committee for consideration.

This constitutes the first, but very important step, in this educational programme—**every employee anxious to co-operate to his or her fullest extent and capacity, in rectifying accident hazards—BEFORE THE ACCIDENT HAPPENS!**

Thank you. C. Tucker, Chairman.

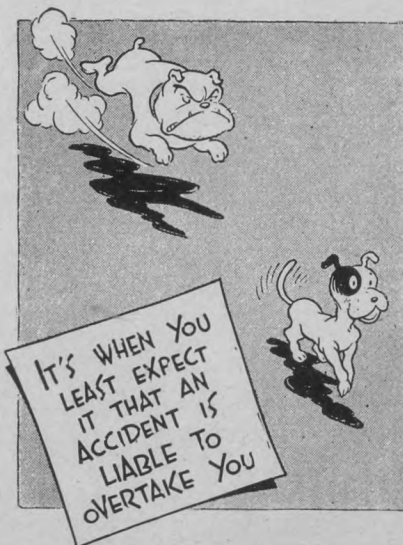
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Winners Selected in Safe-Driving Questionnaire

The traffic and safety questionnaire issued by our delivery department evoked considerable interest, not only amongst the Company's truck operators, but in the traffic division of the City Police as well. Noticing an apparent sudden interest in highway traffic regulations by several citizens, they investigated their source and trailed them to Eaton's. That did not require any very heavy sleuthing, because Constable Arthur Sutherland was one of the judges, the other being Mr. Harold A. Drewry, chairman of the Safety Bureau of the Board of Trade.

Judges' Report. "This is one of the hardest selective jobs I think I have ever had—picking the winners was not easy," said Mr. Drewry. Constable Sutherland also informed us it was a tough job selecting winners. "The answers were so uniformly good and showed such a complete grasp of what the elements of safe driving are," he said. We thank Mr. Drewry and Constable Sutherland for their co-operative help in this matter, and we also thank one hundred and thirty-five drivers who entered into this educational competition so wholeheartedly. We even received a set of answers from the driver at Portage la Prairie, for which we thank him and also the manager of our Portage foodateria, Mr. John Morrison.

Here are the winners: Messrs. E. South, J. Smith, N. Mackie, C. Ayres, J. Roberts, E. Matthews, K. Tooth, H. Mackie, J. Robinson, G. Shoell.



THREE OF A KIND



Left to right—Mr. Albert Deadman, Moncton, N.B.; Mr. J. W. MacKenzie, Winnipeg; Mr. A. D. Stephen, Toronto.

"East is East and West is West, and never the twain shall meet . . ." declared the immortal Rudyard Kipling, but pictured above is an exception. These three gentlemen, who combine 102 years of Eaton service, have much in common. Each heads a women's ready-to-wear department and each is in his 34th year with the Company. Mr. Stephen, Toronto, and Mr. Deadman, Moncton, visited Winnipeg early in March. It was nice meeting you! (And, by the way, you'll be interested in the sample coats "advertised" below.)

HERE'S ONE FOR THE ARCHIVES!

Down in Fresno, sunny California, Mr. Edward Richert was cleaning out an old trunk the other day, when he found a copy of the Manitoba Free Press, vintage November 27th, 1905. Yellowed and brittle with age, the newspaper carried Eaton's daily store news which Mr. Richert kindly forwarded on to us. "I thought," he writes, "that you folks might like to compare prices and styles of those days and now. We got a kick out of looking it over, so maybe there is someone in the store who will get the same laughs. I was there myself in those days," he adds.

Thank you, Mr. Richert—There are a number of our staff members in Winnipeg store with forty years' service. For their benefit we are reproducing a section of the advertisement.

Tempus fugit! Eaton's in Winnipeg was then only **four months young**. In July of this year we will be **forty-one years—old?** No sir, still young, in spirit anyway!

As you suggest, Mr. Richert, the ad yields some interesting price figures. For example: round steak 10c lb. (and no tokens); a pound of pork sausage also went for a thin dime; and shoulder roast for 7c lb.; English Brussels carpets, for parlors, dining-rooms or halls, 75c per yard; serviceable school boots for boys, \$1.25; sateen petticoats likewise \$1.25, while dad could buy a heavy flannel-ette nightshirt for only "six bits" or 75c!

Store hours yield another interesting contrast. In the masthead of this venerable Eaton ad page, we read "**This store opens at 8 a.m.—This store closes at 6 p.m.**" Today our store hours are 9 a.m. to 5 p.m. with a half day closing on Wednesdays or Saturdays, according to season.

New York Sample Coats Reduced 33 1/3 Per Cent.

Without exception these are some of the handsomest coats we have brought from New York this season. All samples. You can form an idea of what manner of coats sample coats are when manufacturers depend upon them to win their orders, and bring them big business. They have been made in their best manner, you may be sure, and illustrate the season's latest style and are tailored faultlessly.

These Coats are to be cleared out to morrow at reductions of 33 1/3%

because the Christmas novelties are crowding us for room.

The styles are Newmarket, Empire, Directoire, Long Sleeve, Eighties Coat and the Loose Box Back style. The materials are covert cloth, broadcloth, frize, kersey cloth, tweeds, boxcloth, etc. They are hand-trimmed with silk and soutache braid and inlaid velvet and silk and some embroidered with fancy designs. They are all sizes and colors, and there are no two coats exactly alike. Only 50 Coats, well worth \$18.50 to \$60 each.

Tuesday Reduced One-Third

Tuesday's Attractive Millinery Values

We have every reason to expect a season of extra brisk business Tuesday. The special character of the value—that are being offered in stylish ready-to-wear hats, untrimmed shapes and children's caps warrant it.

200 only, Ladies' and Misses' Ready-to-Wear and Street Hats—In handsome shapes of felt and silk; also New York shapes, trimmed in the most up-to-date styles; these hats are all this season's shapes, being balance of odd lines from our regular stock. There is not a complete range of coloring in any one line, but there is a splendid selection in the assortment. Styles are large, medium or small effects. Your choice.

\$1.00

Ladies' and Misses' and Children's plain or Mohair. Felt untrimmed shapes, 35c.



Seven



Caught Unawares!

Here is a real candid camera shot by a staff member of the children's shoes with a flair for photography. Unknown to the gathering, he clicked his shutter at a recent meeting. Note the look of intent interest on every face! That's what we call good listening. Supervisor W. G. Thomson, who had just returned from the markets, is discussing style trends, leathers and problems of supply.

At the meeting's end, prizes were presented by Mr. Thomson for highest sales percentages on special lines of stock. Winner was Mrs. Margaret Marshall, regular staff, three awards. Prizes also were won by Mrs. A. Wilton and Mrs. D. Benson, auxiliary staff.

RECENT APPOINTMENTS

Winnipeg

Department W926—Basement 5 cents to \$2.00: MR. J. F. DAVIDSON, first assistant.

Department 117—Mail order correspondence; department 118—mail order complaints: MR. R. H. GRAHAM, first assistant.

Department 118A—Postal, railway and customer investigation: MR. G. LATIMER, head of department.

Edmonton

Department E215—Jewellery, watches, handbags, notions, fancy goods, wools: MR. J. A. MORGAN, first assistant.

Department E252—China and glassware: MR. C. J. CANT, first assistant; MISS D. MAYALL, signature.

Prince Albert

MR. G. D. NELSON, store manager.

Moose Jaw

MR. E. M. SAVILLE, store manager.

Saskatoon

Advertising—MR. J. F. GERECKE, first assistant.

Lethbridge

Department L270—Furniture, house furnishings, bedding, etc.: MR. J. L. MOGRIDGE, first assistant (returned); MR. D. L. McNABB, signature.

Department L260—Washers, ironers, vacuums, radios, electric refrigerators, electrical appliances: MR. G. ROBINSON, first assistant.

TELEPHONE SELF-RATING CHART

PHANTOM PHILLIP



Phantom Phillip Does the Disappearing Act

If you are going out of range of your telephone, it's a good plan to leave word where you can be reached.

EXAMPLE—Do you answer the telephone at the end of the first ring?

	Seldom	Often	Always
1. Do you answer the telephone with a "smiling" voice?	3	5	10
2. Do you identify the company or yourself when answering the telephone?	3	5	10
3. Is the information you give over the telephone clear and understandable?	3	5	10
4. Do you keep your telephone conversation brief and to the point?.....	3	5	10
5. When an incoming call requires referring to another party, can you determine the correct party without someone else's assistance?.....	3	5	10
6. Do you record the essence of telephone messages completely and accurately?	3	5	10
7. Are you tactful and courteous with an irate caller?.....	3	5	10

(Continued on Page Nine)



Eaton Stores From Port Arthur to Calgary Represented Here:

Standing, at left—Mr. L. Savard, Prince Albert; Miss L. Martin, dietitian; Mr. G. W. Millar, Port Arthur.
 Seated at far side of conference table, left to right—Miss B. Gossen, Edmonton; Mrs. Wallace, Moose Jaw; Misses L. Mann, Saskatoon; V. Zabaruk, Regina; P. Richards, Calgary; Mr. J. Laing, manager, 300 department; Mrs P. Sowerby, secretary; Mr. B. Sutherland, chairman.
 Seated at left foreground—Messrs. A. Venables, Lethbridge; G. Fox and A. Wrigley.
 Missing from picture—Mr. H. Hugot, Red Deer.

Lunch Room Chiefs Convene

"We Eatonians are the 'meetingest' crowd," declared an old-timer the other day. "I've attended four meetings already today and now I'm on my way to another one!" And then he added, "but, of course, there's nothing like a good meeting where you can talk things over thoroughly and listen to the other fellow's viewpoint—saves a lot of mistakes. Our up-and-coming young men can pick up a lot of pointers at these meetings by listening to the 'voice of experience.' And sometimes," he admitted with a grin, "we oldsters can even pick up a good idea from the young fellows."

Photographed above are lunch room heads representing Eaton stores from Port Arthur to Calgary, who gathered in Winnipeg early in March for an educational conference. Meeting daily in the board room, they discussed new trends and features for improved service, also problems of supply, equipment and administration.

Among the various speakers were Mr. H. A. Steele, supervisor of the expense office and Mr. Bruce Sutherland, sales office chief. Local points of interest also were visited. Leaving for home, these out-of-town members of the "family" voted the convention both a profitable and enjoyable experience.

TELEPHONE SELF-RATING CHART

	Seldom	Often	Always
8. Before placing a call, do you think who can best answer your enquiry, or do you have to make extra calls?	3	5	10
9. Do you speak distinctly over the telephone, talking about as loudly as in an ordinary face-to-face conversation?	3	5	10
10. Do you signify the conversation is finished by closing with "Good-bye?"	3	5	10

Answer each of the above 10 questions (not the example) by circling the number in the proper column that represents what **you actually do**—not what you know to be correct.

Figure your total by adding the amounts of the number you circled. Be sure not to count the example. Maximum (or "perfect") Score 100.

ENTER THE TOTAL HERE

With acknowledgements to "Entre Nous."

ANONYMOUS ALICE

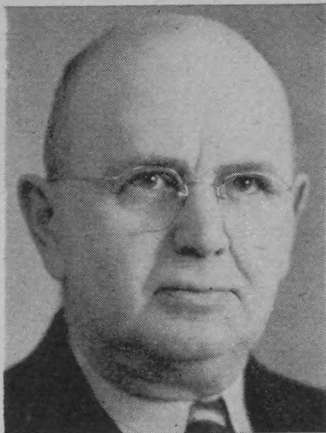


When You Answer Your Telephone, Don't Say "Hullo."

It's better to give your company's name or your department's or perhaps your own name.

Mr. Claude Broley Calls It a Day

Manager of Eaton's, Moose Jaw, Decides To Be a "Retired Gentleman"



As we go to press plans are underway at Moose Jaw to fittingly mark the retirement from active business of Mr. C. H. Broley at the comparatively early age of 58 years. Meanwhile Mr. Broley has handed on the responsibilities of management to Mr. E. M. Saville, formerly manager of Prince Albert store.

From the Moose Jaw store management comes this fine tribute:

Mr. Claude Broley was born in Ontario some 58 years ago. His grandparents came from the north of Ireland as youngsters, and the original name, De Broglie, was French Huguenot.

Mr. Broley attended high school and university in Toronto, commencing his business career doing actuarial work for the Sovereign Life Insurance Co.

Life in the west began for Mr. Broley some thirty years ago in Winnipeg when he started with The T. Eaton Co. Limited in the mail order correspondence on July 31st, 1916. Further valuable experience was gained in the M.O. superintendent's office, life assurance office, expense office, sales audit office and the merchandise office. From there he went west to Regina

as merchandise manager and in March of 1938 came to Moose Jaw as store manager.

Mr. Broley has endeared himself not only to the hundreds of employees under his direction but also to the city of Moose Jaw as a whole, being ever alert, keen and co-operative in all civic endeavours. Some of his main interests included the board of trade, victory bond drives and various sporting clubs.

The smart and modern Eaton store in Moose Jaw is an outstanding example of his progressive leadership and infectious enthusiasm.

It is with sincere regret that we bid farewell to our manager, who has been our genuine friend at all times—tolerant, kind and understanding in work and play. We sincerely wish him many, many happy years as a "retired gentleman." * * * *

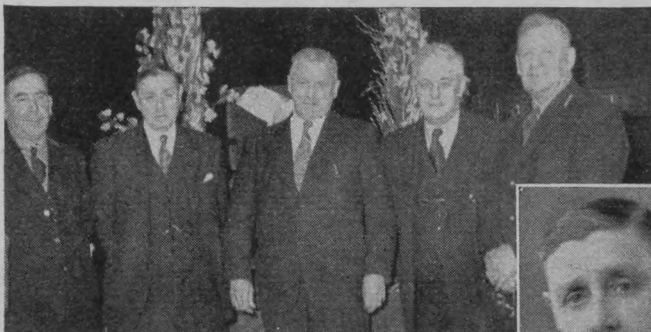
And so say all of us! This tribute and the good wishes accompanying it, will be shared by Mr. Broley's legion of admiring friends and former associates in Winnipeg.

"Well Done Andy"

Mr. Andrew Oswald To Take Well-Earned Leisure

After 34 years with the delivery department, Andy Oswald has decided to call it a day. Assembling before delivery time on Saturday morning, March 9th, Andy's associates presented him with a handsome coffee table and easy chair as a token of remembrance. The presentation was made by Mr. Clayton Tucker before a beautifully arranged setting of bright spring flowers, contrasted against black curtains—with names of the drivers typed on a long silk ribbon. This was the thoughtful work of our delivery inspectors.

Mr. Tucker spoke of Andy's work in the early days of the delivery. In that period when the Company had some 200 horses. Andy, as "stable boss," had his worries about sudden changes in the weather. Unforeseen snow and ice, for example, brought problems of horses still summer shod. Mr. Tucker thanked Andy for his long and conscientious service and wished Mrs. Oswald and himself long life and continued happiness.



Inspector Joe Robinson, Andy Oswald, Clayton Tucker, head of delivery department; Inspector Jack Torbet, and Inspector Jim Roberts. Inset, Andy himself.



Drat Those Dandelions!**The Gardening Sensation of 1946*****The New Selective 2-4-D Weed Killer***

For many years gardeners and scientists have dreamed of a selective weed-killer, a miraculous chemical which would destroy weeds and still be harmless to grasses. Something that could be sprayed over whole areas to rid them of weeds with no worry as to its effect on desirable grass.

And now the dream has come true—for the new 2-4-D kills most weeds and leaves the grass unharmed. It is absolutely fatal to dandelions and plantain—our most troublesome weeds in lawns—if used strictly according to the manufacturers directions, printed on the container.

Strangely enough it has no effect on some weeds including couch grass and another year's experimentation is required to ascertain if it will permanently kill such weeds as Canada thistle, sow thistle, bindweed, etc., but it is known that two or more applications will kill chickweed, poison ivy and choke cherry.

While 2-4-D will kill wild mustard, stinkweed, lambs quarters and pig weed, it will not permanently wipe them out, as they will continue to grow from seeds which may remain dormant in the soil for many years.

It has been found that bent grass, also white Dutch clover are temporarily retarded by one application of 2-4-D and that more than one application may permanently injure both.

It must not be expected that the use of 2-4-D will permanently rid our lawns of troublesome weeds. Winds, birds and other agencies are largely responsible for the spreading of weeds, and every summer in the Winnipeg area, dan-

delion seeds with their parachute-like formation can be observed floating over our city looking for a likely looking spot to settle and reproduce themselves in your or your neighbour's lawn.

How To Use It

For 2-4-D any type of sprinkler or spraying equipment may be used but best results are obtained by the use of a fine spray.

There is still much research work to be done with 2-4-D but in the meantime the following suggestions may be in order.

Apply in solution strictly as recommended by the manufacturer.

Apply on a warm, calm day to avoid any of the spray floating on to your flowers, shrubs or vegetables, which it will most likely kill.

Apply when the grass is dry and when there is no likelihood of rain for several hours.

After using sprinkler or sprayer for 2-4-D do not use it for any other purpose in the garden without first thoroughly cleaning and rinsing same.

2-4-D is harmless to clothes, shoes or hands, also to paint on wood or concrete.

2-4-D is said to be harmless to animals but as a precaution the solution should not be left where thirsty animals or even children have access to it.

For weeds and grass on walks, driveways, back lanes or on the tennis court, Ammate Weed Killer, a C.I.L. product, is recommended. It kills practically all plant life and renders the soil toxic to plant life for some considerable time.

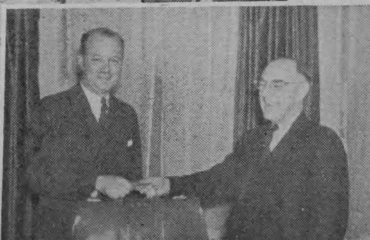
—P. Ross.

**PORT ARTHUR BIDS FAREWELL TO LORNE CARSON**

The department heads of Port Arthur store recently entertained Mr. and Mrs. Lorne Carson on the occasion of Lorne's retirement from the Company's service.

The assembly met for dinner in the drawing room of the Prince Arthur Hotel. Mr. W. Thomson, store manager, presented a club bag to Mr. Carson and Mr. C. Hine presented an evening bag to Mrs. Carson on behalf of Mr. Carson's fellow department heads.

Entertainment was provided by R. Ohlgren whose feats of legerdmain were enjoyed by all. The involuntary assistance of three "Chinese Mandarins:" Lorne "Car Sun," Wes "Mil Lar" and Greg "Jon Sun" helped greatly to add to the general mystification. Mr. H. Young of department 236 was accompanist for Robert Seaman, trumpet soloist and for community singing. Films were also shown by Lionel Farmer. When the party broke up in the wee sma' hours the consensus was that "we should do this more often" (not necessarily to bid goodbye to one of our associates, however).



Eleven



Hail the Bride!

Mrs. John Winslow Bell



Mrs. John Winslow Bell and Her Attendants

At left Miss Margaret Wakefield, maid of honour; at right, the bridesmaids, Miss Shirley Pinfold (sister of the bride) and Miss Mary Lou Bell.

The wedding was solemnized at St. George's Church on Saturday, February 2nd. Mrs. Bell, the former Edna Margaret Pinfold, is the daughter of Mr. and Mrs. R. M. Pinfold. Capt. Bell, the son of Mr. and Mrs. Harry W. Bell, is the grandson of Mrs. Hutchings and the late Mr. E. F. Hutchings.

Top left: Australia bound—is **Mattie Robson** (mail order music) who sailed from San Francisco on March 23rd. On arrival she'll marry Sgt. Ronald Riley, R.A.A.F. (Here's a hint, girls) They met at the last Eaton bowling banquet.

* * *

Centre left: **Mrs. Leonard Reed** (nee Miss Audrey Jonasson), heavy hardware, mail order. They were married Saturday, March 16th.

* * *

Lower left: **Mrs. Stanley Shulton** (nee Miss Edna Spink), juvenile, mail order, whose marriage was solemnized Saturday, March 16th.

Twelve





With warm spring sunshine flooding the pavement, hundreds of passers-by paused to admire the battery of fashion-opening windows on Portage Avenue. All were spirited and lovely, was the verdict, but this one was the favourite of all!

"Spring Comes in Softly"—that is the theme of Eaton's spring fashion picture across Canada. You have seen and will be seeing that phrase, hearing it, talking about it for some time to come. It has been presented on the radio, advertised in the newspapers, appeared in our windows and it was the background of our fashion show.

The Silhouette fits in with today's fashions, inasmuch as the silhouette is soft, very feminine and as pretty as anything we've seen for a long time. In blouses, suits, coats, dresses and sportswear, the silhouette is destined to make headlines.

Shoulder Interest—Emphasis is placed on the rounded, but well-padded shoulders. Shoulder interest is not only rounded and smooth, but shows yoke effects, drop shoulder line and clever seaming—all this lends a touch of genius to the silhouette. By having broad, rounded shoulders and softness in the bodice, the waistline is naturally minimized to give the illusion of the smaller waist. This is an important focal point—the smaller waistline. It may be belted or fitted.

More Belts this season than for some time—some of them very wide and tightly pulled in. The belt, with bulk above and below the waistline, naturally gives the waistline the attention it deserves. The gently rounded hipline breaks into the slightly fuller skirts. More detail of skirts later, but here is one bit of news that must be told. You've probably heard it rumoured... and it is true! **Skirts Are Longer!** Perhaps I had better add that overworked word—slightly—to the phrase longer skirts. It is not wise, of course,

for us to quote exact number of inches from the floor, because every woman must wear the skirt length that is individually flattering to her. However, there is a definite lengthening of the skirt this season. Now don't be alarmed by this news. The skirt has by no means reached mid-calf length—it is worn well below the knee—only a bit longer—but a much more becoming length to women.

Back to the Bodice—Now to jump back to the bodice again. The silhouette story would not be complete without saying that sleeves are very important in the fashion story. They are full of drama in all types of clothes. Armholes are usually deeper, and they are most becoming—they are not in any sense of the word a dolman sleeve, only slightly deeper and softer, breaking gracefully into the fuller sleeve.

"Set Free"—There is an exciting air of originality to the new silhouette. There are no harsh lines—it is a silhouette **Set Free**. There is a delightful freedom of movement, a charming look of grace, a delicate softness about everything—a look that women will welcome. It is a fresh approach, very feminine and very, very pretty.

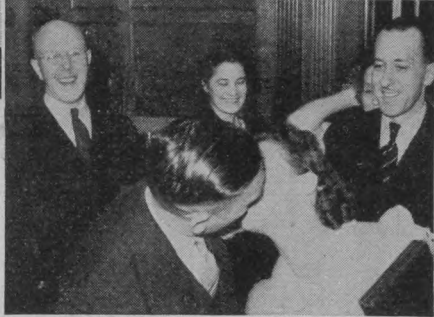
Just remember these few points: sleeves full of drama with armholes usually deeper, the illusion of a tiny waistline which is achieved by softness in the bodice, clever use of belts, lengthened skirts and unusual versions of gathers and drapings to create the rounded hipline. That is the Silhouette for Spring, 1946.

W. Lina Blocher.



Top picture—Mr. Fox, second from right, receives the congratulations of his former chief, Mr. John Elders.

Lower picture—Lucky George! A charming feminine on-looker tenders her "congratulations," which George gallantly accepts. Who wouldn't!



Quarter-Century Salute! (And How!)

George Fox Gets Unexpected Tribute

Taking time out from his multitudinous duties on February 28th, Mr. George Fox, busy 303 department assistant, was honoured by the lunch room staff with a lovely lamp and accompanying table. The occasion was George's 25th anniversary of Eaton service. Presentation was made in the board room by Mr. John Elders, former supervisor, now retired. On his way to Florida from Calgary, Mr. Elders graciously

timed his arrival in Winnipeg so as to be present—which, by the way, shows what he thinks of George. Mr. Elders traced George's career from his start in the bakeshop to his present position. "George," said Mr. Elders, "had 'won his way'" and he had never seen him out of sorts.

George (swallowing a lump in his throat) thanked his associates for their gifts and the lovely flowers sent to his wife. He also paid tributes to Mr. Elders, Mr. Laing, Mr. Wrigley and others whose guidance had been of great help to him.

A baker by trade, George Fox was born in England and learned baking in Winnipeg before coming to Eaton's. His father, the late Charles Fox, was with the china department for many years. Married, with two children, Mr. Fox divides his hobbies two ways—prize gladioli and his summer home at Lac Lu.

* * * *

Hugh Hurl Joins Quarter-Century Club

Hugh Hurl, an Irishman born 12 miles from Port Glenone, where Timothy Eaton served his apprenticeship, became a Quarter Century Club member on March 4th.

However, but for the call of romance Hugh would have 33 years service to his credit. It seems he first joined Toronto store in 1913. Came World War I and Hugh served overseas as a medical sergeant. A short time after returning to Eaton's he left the Company and re-crossed to England. Here he worked at his trade as a shoemaker and married the girl. But again Canada called. So Hugh returned and joined Winnipeg store where he worked twenty years at the Alexander Avenue Creamery and for the past five with the caretaking department. Today Mr. and Mrs. Hurl have three sons, all of whom served overseas. To mark Hugh's anniversary his associates presented him with a travelling case and a wallet.

* * * *

Mrs. Jane Lobban Becomes Quarter-Centuryite!

A true-blue daughter of Scotland, sparkling-eyed Mrs. Jane Lobban crossed the big "pond" in 1920. Prior to sailing for Canada, her busy fingers were employed in a jute mill, Aberdeen, Scotland. Joining Eaton's on March 14th, 1921, Mrs. Lobban was placed with the caretaking staff and has remained with the department for her full twenty-five years; the last nineteen years spent with the printing plant.

"I just love children," smiled Mrs. Lobban, "I've made my three grandsons my hobby, and believe me, they're worth any amount of trouble."

Mrs. Lobban hopes to spend her holidays either at Killarney, Man., or on a trip to the west coast. We join, with her many friends, in wishing her luck and health to make her dreams come true!



City Advertising Office
Honours

**Antoinette
Patenaude**

On Her
Quarter-Century Day

Twenty-five years devoted to keeping the city advertising accounts in a most accurate and conscientious manner, was completed by Miss Antoinette Patenaude ("Pat" to her many friends) on March 11th.

The occasion was marked by the presentation of a set of lovely rawhide travel cases, which "Pat" will carry with pride on her sojourn to old Quebec this summer. Mr. John Ellis did the honours on behalf of the staff. Girls of the staff also "stood" "Pat" to a luncheon on her "big day."

Throughout the day Miss Patenaude received many visits and phone calls from friends and associates over the store. These included congratulatory visits from Mr. R. M. Pinfold, assistant general manager; Mr. W. G. B. Dailley, staff superintendent; Mr. H. A. Steele, expense office; Mr. R. B. T. Whitbread and others. Manitoba born, Miss Patenaude first joined Eaton's in 1911. In 1918 she left the service, rejoining in 1921, otherwise "Pat" now would be in her 35th year with the Company.

* * * *

**A Salute To The "Flying Frenchman!"
Desire Belanger Joins Quarter-Century Club**



Desire Belanger (left) receives the congratulations of his department head, Mr. Les Cleve

his own "kid" brother, Pete Belanger, with the Monarchs, Dominion champions. Desire was also star first baseman with St. Boniface and on the Elks senior team. Today he still does a spot of umpiring in senior baseball.

Married to a school teacher from St. Jean Baptiste, and their daughter, Collette (pretty name), is seven.

On his quarter-century day Desire was presented with a lovely lamp by the staff, Mr. Les Cleve doing the honours. Felicitations from a host of friends—and we mean a host!

Mr. John LeMontais, an Eaton elevator despatcher for over thirty years, passed away on March 26th following a lingering illness. The end came a few weeks after the death of his wife. They had no children. Before his retirement a few years ago, at the age of 71, the courtly mannered Mr. LeMontais had become an "institution" to thousands of our patrons. Member of a prominent Channel Island family, his tall figure and fine military bearing was familiar to all as he stood at his post in the Donald Street aisle. He was a kindly cultured gentleman and the children loved him.

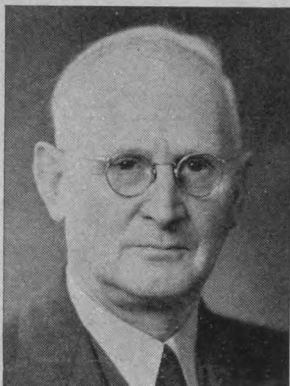
Rest in peace, old soldier!



Top—Miss Patenaude receives the congratulations of Mr. John Ellis, head of department.

Inset—Travel cases in lovely rawhide, the gift of her associates.





Mr. C. S. Blenkhorn "Taken For A Ride!"

Surprise Party Marks His Quarter Century

After attending the 40th anniversary reception for Mr. B. C. Scrivener on March 15th, Mr. C. S. Blenkhorn, head of department carpenters, was spirited away to the St. Vital curling rink by a group of friends.

On arrival our genial boss carpenter was greeted with "For He's A Jolly Good Fellow" heartily sung by some sixty-odd friends and associates who had foregathered to fittingly mark his 25th anniversary. Mr. Alex Dunlop, first assistant, as head of the reception committee, had done a thorough job. There were tables set with inviting "he-man" food, movies by Hawkins, and even a three-piece orchestra for the community singing. This was led by the fine lyric tenor of "Ace" Mitchell.

Presentation was made to Mr. Blenkhorn of a handsome gladstone bag, with a token gift within. Mr. Frank Carpenter did the honours on behalf of those present.

Brief addresses of tribute were also made by Mr. Len Summers and Mr. Alex Dunlop. The guest of honour then cut his "birthday" cake, cleverly designed in the manner of a curling game. (Sayre's last of the season, they say.) Mr. Bob Robertson then took over as M. C. and the evening was a memorably happy one!

Clifford Sayre Blenkhorn was born a "bluenose" at Canning, in Nova Scotia's famed Annapolis Valley. And here he learned his trade. Joined Eaton's on March 17th, 1921, on the carpenters staff whose management he took over in 1941. And with the ever-present alterations, new fixtures and maintenance in a big store like Eaton's, he's a very busy man. The new stairway, erected several years ago, from the main floor to eighth, a three-month job, was a major operation of carpentering. Mr. Blenkhorn also supervised the rebuilding of our Medicine Hat store.

The only son of Mr. and Mrs. Blenkhorn was killed overseas. In leisure hours, Sayre, as he is known to his many friends, curls and golfs. We like the tribute of a staff member: "Blenk" is a swell boss and a heck of a good carpenter" (colloquial but warm!).

* * * *

Quarter-Century Club Adds Rosaline Wilson To List

Celebrating her twenty-five years on March 21st, Miss Rosaline Wilson has achieved the first lap of service in the store at an early age. Rosie's ever-present smile and strong sense of humour have made her many friends and well-wishers at Eaton's.

Born in Manchester, England, Miss Wilson came to Canada in 1911. She was on the staff of Robinson and Co. until the store closed, when she joined our 300 department. As for hobbies, the best we could do was to tie her down to skating and music. Her pet interest is listening to the radio. The appropriate gift of a record player was given her by Mr. John Laing, head of department, on behalf of the staff of 300 department.

Happy holidays, Miss Wilson, and may your remaining years with the store be full of pleasant memories.



WELL DONE, MYFANWY!

The following report is clipped from the Manitoba Free Press:

"Mendelssohn's Elijah was given an inspirational performance Tuesday night, March 26th, in the Auditorium by the Philharmonic choir, augmented to 286 voices; the Minneapolis symphony orchestra, and a quartet of soloists, headed by the eminent concert bass-baritone, Lansing Hatfield, of New York. Dimitri Mitropoulos conducted."

"A great personal triumph was scored by Myfanwy Evans, contralto, who substituted almost at the last minute, for May Lawson, who was forced to relinquish her role of the Angel due to a severe cold."

"A person of engaging presence and artistic endowment, Miss Evans showed an unerring sense of oratorio style and fertile fund of expressiveness. Young in years, her voice is too light as yet to penetrate orchestral sonorities, but her recitatives and solos were beautifully conceived and expressed. She sang O Rest in the Lord with beautiful repose."

Myfanwy Evans is a member of 116 department, mail order. The many admiring friends of this talented young contralto, who last year won the Musical Festival Rose Bowl, extend their warmest congratulations on her achievement!

Double Congratulations!

Roland Bowers and Charlie Trick Share Anniversary Honours

At store closing on Friday, March 22nd, Mr. W. Wakefield, supervisor, called the third floor grocery staff together to honour Mr. Roland Bowers and Mr. Charlie Trick.

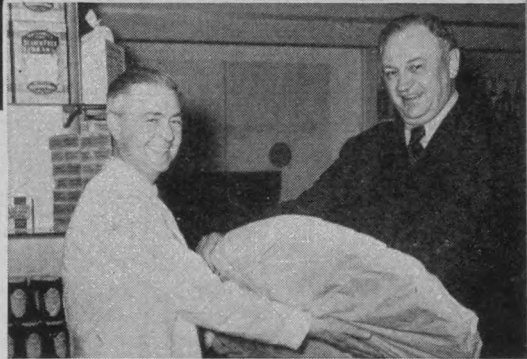
Mr. Bowers had just completed thirty-five years with Eaton's. Mr. Trick's twenty-fifth anniversary came two years ago, but since Charlie was then "touring" Europe with the 18th Armoured Car Regiment, all celebrations had to be deferred.

Mr. Wakefield spoke of the respect and affection in which both men have always been held by the staff. "To have served so long and retained the friendship of one's fellow workers was, in itself, an achievement," he added.

Presentation of a case of gleaming flatware to Roland—and to Charlie a gorgeous console mirror. "Tickled pink" (who wouldn't be?) both men thanked their associates warmly for the lovely gifts.

The presentation ended on a light note with the gals, led by Beth Palmer, saluting Roland and Charlie in a manner appropriate to the occasion.

That evening a continuation of the celebration for Roland and Charlie was held at Roland Bowers' home, where associates and other friends gathered to spend a social evening. Here, colloquially speaking, "a good time was had by all" till the midnight hour.



Roland (top left) and Charlie (lower left) receive gifts presented by Mr. W. Wakefield.

* * * *

1916 — THIRTY YEARS WITH EATON'S — 1946

Hearty congratulations to these Eatonians who have completed thirty years with the Company and now have an extra week's holidays to dream and plan for!

Mr. Richard A. Batting (Regina auditor).....	March 15th
Miss Elizabeth Sim (W36).....	March 20th
Mr. John H. Merrett (118).....	March 25th
Mr. William Marples (122C).....	March 28th
Mr. Samuel McCollum (W261).....	March 29th

* * * *

Mrs. Carmina Doiron Becomes Quarter-Centuryite!

With sparkling eyes and charming smile, Mrs. Carmina Doiron hailed her twenty-five years with department 241. March 9th was the exciting date, and the presentation of an engraved wrist watch by the staff to Carmina marked the high spot of the occasion. She hails from St. Boniface and reports that she learned French with an English accent and English with a French accent! Ah well, variety is the spice of life! "It's been a wonderful quarter-century," Mrs.

Doiron continues, "and I've collected a pocketful of wonderful memories that will remain with me all my life wherever I may be." The department had even planned a dinner for her but she was not feeling quite up to the mark. May you enjoy health and happiness in the coming years, Carmina!



WELCOME



BACK!

WINNIPEG

Gnr. Alex McLeod, china.
 Sto. I George Clayton, draperies.
 Wing Commander M. B. MacKinnon, assistant sales and stock.
 Pte. J. A. Morrison, mail order hardware.
 Major A. G. Pryce, supervisor women's sports-wear.
 Sub/Lt. A George Henry Blakeman, men's furnishings.
 Major Kenneth Alexander Smith, expense office.
 Cpl. William G. Cherrett, general audit.
 Sgt. Gordon Graham, furniture.
 Cpl. Joseph Gilmour, men's shoes.
 Sigm. Maurice King, men's furnishings.
 Cpl. Charles Murray, upholstering.
 Cpl. Robert Eugene Herriot, notions.
 Pte. Clifford McFadden, toys and wheel goods.
 A/B Stanley Drobko, mail order correspondence.
 Sgt. Alex Ingram, city despatch.
 Pte. H. M. McDiarmid, notions.
 L/Ac E. E. Phillips, garage.
 Pte. N. D. Pearce, supplies.
 L/Cpl. T. S. Weston, mail order children's wear.
 Pte. Lorne Pilatske, delivery.
 L/Cpl. J. A. Mathieson, printing.
 F/O J. H. Johannson, pictures.
 A/b T. R. Bradley, delivery.
 R.Q.M.S. H. R. Higginson, mail order packing.
 L/Wren Emily F. Fultz, fancy goods.
 Aux. Forces G. W. Douglas, C.O.D. cashiers.
 Sgt. H. R. Cubbidge, draperies.
 L/Ac T. G. Coy, men's furnishings.
 L/Cpl. Thos. Hargreaves, service meats.
 C/ER.A.A. Lawrence Doying, refrigeration service.
 Cpl. David Berry, city inspectors.
 L/Ac Arthur Allen Milton, children shoes.
 Tpr. Hugh Dunlop Rutherford, candies.
 Pte. Harold Ronald Jones, women's shoes.
 Lieut. Cyril Howard Fitzgibbon, paints.
 Sgt. Kathleen E. Fisher, mail order women's coats.
 Pte. Jack Connachan, ironers.
 A/b Arnold Adrian Vandenbergh, mail order linens.
 L/Ac James Maxwell Band, furniture.
 L/Ac W. J. Hobday, fancy goods.
 Sgt. E. W. Stephenson, optical goods.

BRANDON

L/Bdr. George Inkerman Cranston, foodateria.

VANCOUVER

A/Sgt. F. W. Cranston, warehouse.
 P/O John William Reid, assistant sales floor.
 L/Ac Norman H. A. Lawrie, receiving.

PORT ARTHUR

A/b H. A. Young, garage.
 Pte. John Murray, head of department, women's accessories.
 Flt/Sgt. William Henry Storey, cashiers.

DAUPHIN

Capt. W. J. Miller, head of department, toys, etc.

SASKATOON

L/Cpl. Victor E. Moore, electricals, etc.
 Flt/Sgt. J. Lindsay Holt, draperies, etc.
 Sgt. James John Hill, toys, etc.
 Spr. William J. Reilly, C. and E.

PRINCE ALBERT

L/Ac Wm. Gillingham, furniture.

REGINA

Tel. Earl George Beck, C.P. 3.

FLIN FLON

Flt/Lt. James Carlyle Hack, 260.

Ki Yi Yip-ee!



Hi, podner, meet the trail blazer, "Two-Gun" Deadman.

Confidentially, his christian name is Albert and he hails from our Moncton branch in the effete east.

The sombrero? Oh, that's just a spot of local colour to initiate Mr. Deadman since it was his first visit "out where the west begins."

Long-Serving Eatonians to Take Life Easy



Mr. C. A. Hunter, supervisor (left), makes presentations to the retiring members.



Seventy years are just a few grains of sand to Father Time, but to **Mr. Archie Payne** and **Miss Annie Baird**, whose combined years with the store total that number, it is a lifetime of devoted service. To pay tribute to these old-timers, the drug department staff gathered at the home of Mr. Payne ("Archie" to everyone) on March 9th. Mr. C. A. Hunter, group supervisor, did the honours. Delving deeply into his voluminous mental archives, the boss pulled out many a humorous anecdote of the "good old days."

Miss Baird, an ardent worker and C.G.I.T. leader in St. Paul's United Church, hails fra bonnie Scotland. She's very keen on fancy work and where there's Annie, there's sure to be some needlework on hand.

Mr. Payne hopes that he will be as happy taking it easy as he was in harness, for he thoroughly enjoyed every minute of it! Archie comes to us from the U.S.A. (was it Kalamazoo?) and one son now resides in Los Angeles. Another son, Richard, was the only priest ordained under the Paulas order at St. Mary's cathedral, while Mr. Payne's youngest son, Charles, received the Air Force Cross for special flying.

Good wishes to you both for the future years and may health and happiness always be yours to command.

Suggestion Committee Announces Four Prize Winners

Mr. W. Young (10).....\$25.00

Mrs. K. O'Shaughnessy (267).... 10.00

Mr. H. W. Cooper (267).....\$10.00

Mr. W. Allan (28)..... 5.00

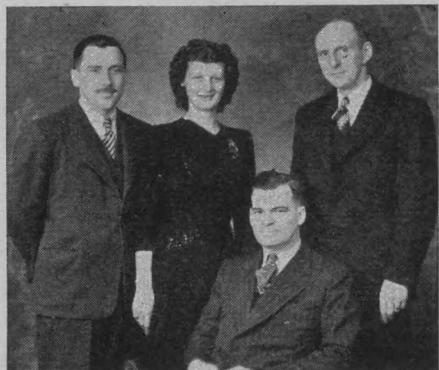
Bright ideas, recently conceived by the four Eatonians listed above, resulted in their being called to the superintendent's office and presented with cash awards.

Congratulations! A very welcome experience—one that's not hard to take these bright spring mornings! * * *

Do you ever ask yourself what makes this great business tick? **Ideas**. What built it up progressively from a tiny 24x60 shop to the Empire's largest retail establishment in a brief seventy-six years? **Ideas**—the constructive thinking of many people.

Remember, you don't have to strive for a lot of brilliant ideas. Rather aim to make those you believe in sound and workable.

Here's hoping you click!



Standing, left to right—Mr. H. Cooper, Mrs. K. O'Shaughnessy, Mr. W. Allan. Seated—Mr. W. Young.



Top left—Mr. Osborne receives a memento from his mail order associates, presented by Mr. R. M. Pinfold, assistant general manager.



Top (circle and oblong)—Messrs. Clarke and Osborne acknowledge the tributes paid them.

Top right—Mr. A. H. Young spoke briefly, spicing his remarks with quiet humour.

Lower centre—Mr. Harry Clarke receives a token from his associates, and again Mr. Pinfold does the honours.



Mail Order Department Heads and Assistants Fire Double Salute!

Tributes Paid Mr. Angus Osborne on Fortieth Anniversary and Mr. Harry Clarke, Thirty-Five years with the Company

Since Mr. Angus Osborne, mail order merchandise, was absent in the east on business when his fortieth anniversary rolled around on January 23rd, the mail order management "saved up" his celebration until his return. Then on the evening of March 1st they ran a double by also honouring Mr. Harry Clarke, box factory manager, who recently achieved his thirty-fifth year with the Company.

Festivities took the form of a dinner and presentation in the Macdonald Room of the Fort Garry with Mr. John Stronach, mail order superintendent, presiding. An impromptu but delightful programme was run off. Highlighting this was a stocktaking "questionnaire" read by Mr. G. W. Robinson. Questions were of the slightly unpredictable type, to say the least. A safety poem with an unexpected ending, rendered by Bill (mail order ad.) Gray, also proved a howler.

Mr. Stronach's Tribute

A fine tribute to **Mr. Osborne** was paid by Mr. John Stronach. Mr. Osborne, said he, has filled numerous posts with the Company and all of them well. A man of generous character, keen insight and ability (but as a curler not so hot!) added Mr. Stronach, with a twinkle, as he told of beating Mr. Osborne at a game in the east.

Tribute to Mr. Harry Clarke was also paid by Mr. Stronach. Mr. Clarke, said the speaker, had built up the Eaton bag and box factory to its present important status of supplying all Eaton stores from Halifax to Vancouver. "A gentleman with a heart of gold."

Mr. G. M. Eaton, director, spoke briefly. It was with a feeling of pride that he attended, said he. Long years with the Company were something to be proud of—you had to be the right type of man to stay the course.

Mr. R. M. Pinfold, presenting gifts to both men on behalf of their associates, gallantly reminded the gathering that it was the "other half" who shared their fortunes and helped build up their business lives. Mr. Pinfold then presented Mr. Osborne with a gift of sparkling Swedish crystal. To Mr. Clarke he presented a handsome travelling bag—"Since," said Mr. Pinfold, "You have everything in the bag."

Attention! Golf-Minded Girls!

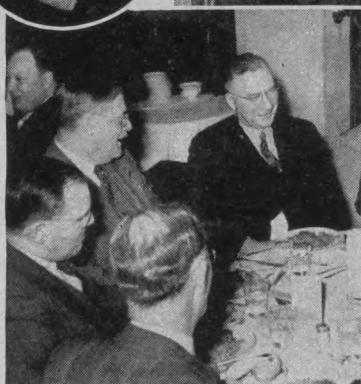
Your newly organized Eaton Women's Golf Section met last month and formed a nominating committee. A full slate of officers for 1946 were then elected. Under the able leadership of Miss Zella Nott, president, it looks like a grand season on the fairway! For memberships please see Miss Edith Bowers, secretary (sales office).





Top, left to right—Mr. John Stronach, mail order superintendent, smiles his approval. Mr. Norman McDonald reads a stack of congratulatory wires. Mr. W. B. Pickard (circle) decides it's a good party.

Lower centre—Guest of honour, Mr. Angus Osborne, and on his left Messrs. B. C. Scrivener, W. G. B. Dailley and A. H. Young join in the singing.



Top right—Guest of honour, Mr. Harry Clarke, watches with an expectant smile as Mr. Norman McDonald struggles with the festive wrappings. Mr. R. M. Pinfold (at left) adds a bit of pleasantry.

Mr. Osborne expressed his deep appreciation for the gift and kindly tributes. The friendships and associations he had formed over his forty years with the Company—the happy relations between management and staff—these, declared Mr. Osborne, were the valuable things that would remain with him.

Mr. Harry Clarke also made a fine response. He traced the development of the box factory from a small "one-horse" affair to its present proportions. We are supplying many millions of bags, alone, yearly to all the Eaton chain.

Brief, but inspiring, addresses were also made by Messrs. B. C. Scrivener, W. G. B. Dailley and W. B. Pickard.

Mr. Norman McDonald then read a big batch of wires voicing the congratulations of absent friends.

Speaking of wires, here's one for the book!

Last winter when Mr. Osborne was down east on his fortieth anniversary he received many telegrams of congratulation, but the following one had him in a quandary:

"Til Lukku A Fjoritiu Are Startis Afmilinu Hja EATONS Litdu Gladur Og Vid Goda Heilsu Um Morg Ar Enn."

He tried to have it decoded in the Toronto office, but they couldn't decipher it. Then the police court interpreter tried—he also failed. Finally, a Toronto newspaper man interpreted it. Translated from the Icelandic language it means, viz:

"Luck on your fortieth anniversary with Eaton's. A happy life and good health and many more years yet.

"(sgd.) Jack 'The Moose' Johnson."

ATTENTION, ALL FORMER MEMBERS OF ARMED SERVICES!

The Five-Pin Bowling Club desire as guests at their annual banquet, April 27th, former members now discharged from the armed services and who are still in the Company's employ. It is important that individuals concerned advise the club's president, Mr. G. W. Robinson, department 119, immediately.



Two Can Live As Cheap As One!

May Reynolds (1041) is decidedly in favour of wedded bliss with Steve Lenal, of course, as the lucky man! May left on the 19th of March to be married the next day in Augustine church. On the date of her departure, the girls of the department showered her with snowy linens, Miss K. Waywood (head of department) doing the honours. Good luck with that man of yours, May, and may your life be a happy one!



Top Row, left to right—
 "A memento of our sincere respect and affection"—Mr. Scrivener is presented with a gift from his departments. Mr. C. R. Tribble does the honours.
 After corsage and boutonniere are presented, Mr. and Mrs. Scrivener obligingly pose by the fireplace.
 At the store, our superintendent's desk was a mass of floral tributes.
 Again, at the Scrivener home, Mrs. Scrivener ("Mother") receives an exquisite figurine, presented by Miss Joyce Lawton on behalf of the gathering.
 Left to right—Messrs. F. Tease, R. Laidlaw, J. McClure, D. Galbraith, R. Kernaghan.

"It was a grand night for singing!" Left to right: D. Williams, C. Blenkhorn, A. Sizeland, R. Laidlaw, H. Keys, F. Johnson.

"For He's A Jolly Good Fellow—And So Say All Of Us!"

Mr. B. C. Scrivener Honoured on Fortieth Anniversary

Tributes Tendered Him From Executives, Management and Staff

Forty years—12,000 days—96,000 hours! That seems a long, long time to most of us. But not so long to the young Englishman and railway clerk who rose to be store superintendent of Eaton's, Winnipeg. To him, believing as he does that "Friendship is love without his wings," the years have been happy, fleeting ones.

"A great man shows his greatness," said Carlyle, "by the way he treats little men." Today, a courteous, kindly attitude on the part of men in positions of authority towards those under their direction is recognized as of immense importance. And such is the guiding principle of Mr. B. C. Scrivener. Those who know him best will agree that one of his greatest assets as superintendent is his ability to develop the best that is in a man by appreciation and encouragement. Approbation arouses enthusiasm and sustains loyalty.

A superintendent's job is no sinecure. A daily round of inspections; decisions to make; the hearing of complaints and criticisms; disputes to adjudicate and meetings to attend. And few indeed there must be who have not noted the friendly interest and sincerity our superintendent imparts at staff anniversaries, presentations, and sport gatherings! An interest that springs from the heart of one who loves his fellow-man! Indeed, our superintendent (camera-shy as he has become) is still the most photographed staff member. However, he couldn't very well dodge this, his own anniversary.

Yes, a lot more nice things could be said about Mr. Scrivener by his legion of friends. Let this suffice: A staunch, open-hearted friend—an outstanding Eatonian and a devoted husband!

Reception At The Fort Garry

Honouring Mr. B. C. Scrivener on the occasion of his fortieth anniversary with the Company, a reception was held at the Fort Garry Hotel on Friday, March 15th, after store closing. Attending were the executive, supervisors and department heads.

As a tribute to Mr. Scrivener, an illuminated address was read by Mr. R. M. Pinfold, assistant

general manager. A flood of congratulatory telegrams and messages were then read by Mr. Frank Carpenter. Among these was one from the president, Mr. J. D. Eaton. Another from Mr. R. S. McCordick, general manager, was cabled from mid-Atlantic. Also one from Mr. H. M. Tucker, now holidaying in Florida.

Responding, Mr. Scrivener expressed his deep appreciation of the honour. He touched on his early days in Toronto store; then turning to Winnipeg, spoke feelingly of the loyalty and friendship given him by his departments, "Which," said he, "have been the joy spot of my life."

"Operation Oxford"

On the balmy spring evening of Thursday, March 14th, a convoy of cars stole softly down Oxford street and stopped at No. 215. Here some fifty Eatonians disembarked and someone rang the door bell. The surprise manoeuvre was complete. When our usually smartly groomed superintendent opened the door he was wearing a grey sweater-coat and a pair of woolly, but comfortably old house slippers. As the gang from his departments trooped gaily past him into the house, his

"Twas ten - twenty - thirty -





Miss K. M. Kerr

Miss J. De Jong, Miss P. Bennett, Mr. A. D. MacDonell (with friend pipe).

Standing: Messrs. R. Knowles, R. Anderton. Seated: Mr. C. R. Tribble, Misses C. Carruthers and J. Lawton.

Tribute to Mr. Scrivener is set forth in the following illuminated address. This was presented by Mr. Pinfold, assistant general manager, on behalf of the executive, supervisors and department heads. Included with the address was a poetic tribute to Mr. Scrivener, composed by Mr. William Gould and read by him. Sparkling with wit, it was one of our "poet laureate's" most brilliant efforts.

On the occasion of your completion of forty years with The T. Eaton Co., Limited, the executive, supervisors and department heads of the Winnipeg store salute you!

Forty years, a substantial segment in the span of a lifetime, has been marked by faithful service to the Company in numerous capacities involving great responsibility, and by close contact with the staff both of the city and mail order divisions.

In reviewing the period, attended by wide expansion of the Company in Western Canada, where much of your tenure has been spent, we wish to highlight your efforts in maintaining a friendly and co-operative spirit among all classes of employees under your supervision.

Your attitude in this regard, whether in business, social or sports spheres, has been helpful and stimulating, and in sickness or distress, generous and sympathetic—instilling in all a loyalty to the Company and a respect for its officials.

As store superintendent at Winnipeg in recent years, under arduous and exacting circumstances, particularly during the war period, you have faithfully discharged your duty in amicably adjusting any differences which may have arisen either with the staff or public, and by a firm adherence to Eaton principles but a liberal interpretation of policy, have retained the Company's reputation for fair treatment in all transactions and widely enhanced its prestige.

It is a matter of satisfaction to note that in all your efforts you have had the support and encouragement of a loyal and talented helpmate in Mrs. Scrivener, to whom we also extend cordial felicitations touching this happy occasion, and tender you both our best wishes for long-continued health and happiness.

eyes crinkled into a smile and the suspicion of a tear stole down his cheek. It was a happy moment.

It was also a happy moment for "mother"—Mrs. Scrivener, since no woman likes the responsibility of keeping a secret. And she had done nobly in conspiring with those who arranged this surprise party. Soon everyone made themselves at home in their lovely surroundings, to the delight of their host and hostess.

A memorable evening was spent in singing the old songs, with Harry Greenwood, Bill Gould, Dave Murray and Jack Morrison in the starring roles and Charlie Denyer at the piano. But the highlight, of course, was the presentation to Mr. Scrivener of a desk set, Mr. Charlie Tribble doing the honours on behalf of the gathering. This was followed by a

presentation to Mrs. Scrivener of an exquisite figurine—charmingly presented by Joyce Lawton. Beside the big "birthday" cake also was a gift group of chorister figures. Propped against these was a card whose message exemplified the feelings of all.

Deeply touched, Mr. Scrivener in responding, said: "What you have done for us tonight will remain with us all our lives. The friendships that my dear wife and I have cultivated among you is something always to be treasured."

Reminiscing of his early days and paying a tribute to the Company, Mr. Scrivener said he had learned the "advantage of being able to stand on your own feet." Also of hard work, common sense and kindness.

(Continued on Page Twenty-Five)

Forty Years Ago ...



"We Must Do This More Often"

General Office Social Club Bowls, Dines and Dances

The General Office Social Club held their first event of the year on Wednesday, March 20th. Congregating at the Saratoga Alleys, sixty bowlers, some extremely good and others strictly novices at the game, went through the paces. Scores ranged from 30 to 260. No one worried about setting any records as all were out for a good time, and from all accounts they had it. From the Saratoga everyone headed for the Rendezvous where a delicious dinner awaited them. After consuming every particle of food, those bowlers who were fortunate, were presented with prizes. The latter ranged from a book of pin-up cut outs, won by Mr. Walsh, to a skipping rope which went to Mr. J. Brown. Dancing rounded out the day which was thoroughly enjoyed by everyone.

Many thanks are extended to Misses I. Greenwood and I. Vale, Messrs. F. Butland and J. Bingham, committee members who are mainly responsible for the success of the party. We are all eagerly looking forward to another outing.

We would also like to extend thanks to the boys from outside the general office who attended and gallantly escorted our many girls since the latter far outnumbered the male members of the general office.

—B. Munsie.

DOWN THE ALLEY—Eaton's Five-Pin Mixed Bowling League

By Bob Munsie



Bob Munsie

With the bowling league rapidly drawing to a close it is about time to give some thought to the final wind-up of this season. It is indeed a pleasure to announce that the **annual banquet and dance will be held on April 27th, at the Royal Alexandra Hotel.** I am sure that having this affair

on a Saturday will meet with the bowlers hearty approval. All bowlers will receive tickets to the banquet and dance in the near future. We would like to point out that only the dance, the dance that is, is open to other than regular members of the league. Team captains will receive tickets which are to be sold to anyone who wishes to go to the dance. The price of these tickets is only seventy-five cents so let's see you captains hustle and sell all you have. Your co-operation will assure the biggest and best dance the league has ever seen. Incidentally, the cost of this event to the bowlers is zero, gratis, no charge.

Bowling news is harder to find than hen's teeth. One thing I do know, however, is the fact that the G.O. Joes in Division Two took over the

record for the high single game. This team, of which yours truly is a member, rolled 1,168 from scratch. The Progressors, who practically threw away the last series, are away out in front in this one. They look like a cinch from here.

I would like to hand bouquets to Messrs. R. Stacy and W. Wiggins who are scorekeepers in Divisions Three and Four respectively. They have not missed a week in turning in reports to this department this year. Many thanks fellows. (Other score keepers kindly note.)

There were some good scores registered in Division Three. For the men J. Donnett was in dandy form when he scored 736. E. Wall was right on his tail with a nifty 704. J. Yates with 674, A. Inglis with 607 and McPetridge with 604 followed in that order.

In Division Four the third series has settled into a real dogfight. There are only two games separating top from bottom. Imps and Penny Pinchers are at the present time on top. Jumbo Westman hammered in a neat 709 and with a little help from the "Raiders" could take the series. Norman Locke helped his team, the "Imps," to two wins with a good 658. Miss Arnott was high for the ladies with a score of 624.

I guess that is all for this month. See you at the banquet.

Are You Playing the Game—Do You Work For Your Team?

The Eaton Aspirors

Pitcher—Executive.
Catcher—Department supervisors.
3rd Base—Department heads.
2nd Base—First assistants.
1st Base—Second assistants.
Shortstop—Section heads.
Fielders—Staff.
Umpire—General Public.

I'll Never Reach 1st Base

How often do we hear that quotation, due, no doubt, to lack of confidence.

You never get anywhere unless you get off with a good start.

Even good fielders are often in a tight corner and have helped win many a ball game.

Or maybe you feel your only a shortstop, but whatever position you find yourself in **play the game.**

In some of the most outstanding games errors have been made but when corrected have gained front page news.

With a battery behind us such as we have today we should be able to win any game.

So lets pull together, the fielder of today may be the Catcher or Pitcher of tomorrow.

Don't let the Umpire call you OUT.

—Contributed by Mr. A. E. Holmes, 1767

Mr. B. C. Scrivener Honoured

(Continued from Page Twenty-Three)

Mrs. Scrivener spoke of her many friends throughout the store and the happiness they gave her. A memorable evening!

Mr. and Mrs. Scrivener Hosts At Breakfast Party

On the morning of Mr. Scrivener's fortieth anniversary day, some fifty members of his departments were invited to take breakfast with Mrs. Scrivener and himself in the grill room. It was a lovely gesture, much enjoyed by all present. Mr. A. D. MacDonell expressed the thanks of the gathering.

Mr. George Ballingall Retires After Long Service

A veteran member of the printing plant, Mr. George Ballingall retired from active business life on Saturday, March 9th, after twenty-seven years with the Company. Presentation of a wallet containing a sum of money was made to Mr. Ballingall as a token of remembrance from his associates. Mr. W. McLaren, head of department, did the honours.

Best of luck, old timer! May the years ahead be happy and restful!

Superiority

"Superiority makes every man feel its equal. It is courtesy without condescension; affability without familiarity; self-sufficiency without selfishness; simplicity without snide."



The Champs! Left to right—J. Johnston, skip; J. Kellas, third; J. Graham, second; R. Hutton, lead.

*Exit-
A Great
Curling
Season!*

As the curtain rings down on the curling season of '45-46 Eaton knights and faire ladies of the besom and stane can look back on one of the best curling years in a long line of bests! On the men's side 48 rinks hit the ice, while the gals mustered 10—together they curled a grand total of over 600 games!

Good-will visits were also exchanged with curlers in the following Manitoba towns: Emerson, Carman, Selkirk, Sperling, Beausejour, Morris, Portage la Prairie and Balmoral. An Eaton rink also attended the annual bonspiel at Carberry.

Honours came to the club when Skip Earl Ramsay and company brought home the Hudson's Bay trophy in Manitoba's 58th, and largest, bonspiel. Another achievement was the Police trophy annexed by Skip "Bobs" O'Grady and his crew.

NEW CHAMPS!

Jack Johnston Rink Wins McGee Trophy

Defeat the Brilliant Barling 11-10

After a battle royal lasting 3 hours and 10 minutes and with the coveted McGee Memorial trophy, emblematic of the Eaton championship, at stake, Skip Jack Johnston (10) emerged the winner by nosing out Ken Barling (233) by 11-10.

Johnston's rink comprised, in addition to their skip, three 7th floor mail order men just returned from the services: Jack Kellas (44) third, Jim Graham (44) second and Bob Hutton (61) lead.

This was Jack Johnston's second winning of the championship, he having played 3rd for Skip Ken Sutherland when the latter copped the McGee in 1943. A glance at the lordly beaker shows that Ken Barling skipped and won the McGee in 1937. "It was a close game and a good one from the spectators' view point," said Skip Johnston, who paid a tribute to the brilliant curling of his opponent. Among keenly interested observers were Mr. W. G. B. Dailley, staff superintendent, and those doughty Scotsmen, Messrs. Norman McDonald and A. D. MacDonell.

The Barling rink runners-up: K. Barling (233) skip, N. M. Gray (209) third, E. Price (129) second, G. Condy (129) lead.

The grand old McGee trophy (which was established in 1924 by the late Colonel Harry McGee) graced Contacts desk for about a week following the Johnston-Barling battle. We got a great kick out of admiring it. Sometimes we even tried to kid ourselves (and gullible visitors) that we had won this towering beauty. But alas! George Allan came and took the mug away to polish it for the new champs. Such is fame!

* * * *

CARBERRY WELCOMES EATON CURLERS

Says the Carberry "News Express" February 20th: "Sixty-two rinks, involving 249 curlers are taking part in the 'spiel. The extra curler is accounted for in the presence of J. Thompson, president of the Eaton Curling Club, who journeyed to Carberry as manager of the T. Eaton Company contingent. He goes under the title of 'No. 1 Good-Will Ambassador'."

Thus, once again, a rink of our curlers travelled to Carberry to take part in that town's annual bonspiel and were royally welcomed. During their several days sojourn in Carberry the Eatonians were entertained at the airport by the local curlers. They also had a social evening at Mr. Len Murray's home, while Mr. Alex Barron, the club president, was kindness itself. Another memorable visit!

Eatonians at Carberry. Left to right—J. Kellas, W. Scott, J. McLellan (skip), R. Prynnne. Seated, J. Thompson (manager).



THE WEAKER SEX TAKES OVER

Our Curling Gals in Action

Pictured here is a gala night recently held by the Eaton Ladies' Curling Club. It was the farewell performance also of the club's congenial president, Irene English, who was curling with them for the last time prior to her marriage. After the strenuous games were over, the club proceeded to the Homestead, where a chicken dinner was waiting. Irene, the bride-to-be, was the recipient of a bed-throw, presented to her by Miss S. Breckman on behalf of fellow club members.

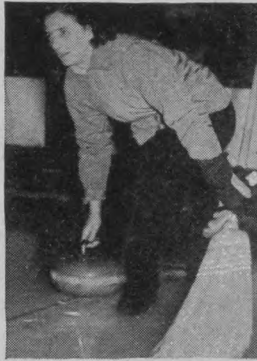
The business end of the evening wound up with the election of officers. The executive for season 1946-7 are: President, Kay Chisholm; vice-president, Louisa Maughan; secretary, Rhoda Kirkpatrick; ice convener, Mary Moore; social, Joyce Lawton.

On going to press, competition for the trophy is very keen, with the rinks skipped by Ann Pearce, Jean Kerr, Helene Baker and Pearl Johnston running neck and neck for first place. The weather man, however, has done us a great injustice . . . how will we ever declare a winner without ice!

Top row, at left—Standing, left to right: E. Tamplin, R. Jones, J. Kerr, N. Garby, M. Moore. Kneeling: J. Lawton, F. Hayward. At centre—Robina Higgins. At right—Standing: E. McDougall, H. Baker, Miss Kliever, M. Mathieson. Kneeling: B. Benson, R. Higgins.

Second row, at left—Irene English, president, 1945-46. At centre—L. Maughan, M. Robertson, A. Longmuir. At right—Jean Kerr.

Third row, at left—Standing: M. Pfeffer, N. Hudson, J. Sutherland, R. Bardal. Kneeling: M. Mackay, K. Chisholm, F. Johnston. At centre—Ice scene. At right—Standing: S. Breckman, M. McDonald, I. Sutton, E. Smith. Kneeling: C. Owler, R. Kirkpatrick, M. Doyle, M. Begley.





Hot Diggety!

These Painters and Carpenters Think of Everything!

For an all-round good time and no blanks we give you the annual painters'-carpenters' curling wind-up, held at the St. Vital Rink on Wednesday afternoon and evening, March 13th. First, a curling battle, or rather a rock-heaving contest over ice as sticky as fly-paper. This ended with George (basement store) Bewick (how'd he get in here?) winning the aggregate and knock-out events.

The boys then settled down, or rather started up the second half of the fiesta. Chairman Jack Morrison kept things humming along at a merry clip. Came a heavenly dinner (turkey and ham) served by Chef Henri Voegeli and his singing "waiters"—a songfest led by Bert "Ace" Mitchell—an orchestra and variety programme all staged by our curling painters-carpenters—movies by Hawkins and prizes for all.

Talent Scouts Note! The remarkable number of entertainers—vocalists, dancers, comedians, instrumentalists—among this group is worthy of your attention! * * *

Aggregate Winners—Seated, G. Bewick, skip. Standing, M. Monty, third; B. Melnyk, lead; J. Weston, second.

"A" Group Winners—Second from left, Sam Hives, third; Johnny Young, second; Jim Fisher, lead; Jack Morrison, skip.

"B" Group Winners—Bert (Ace) Mitchell, who presented the prizes; next, Sam Hives looks on; next, Billy Milne, skip; Don Kirkland, third; Don Howard, second; Bill Broughton, lead.

The Singing "Walters"—"They also curl who only stand and wait." Andy Duncan, Don Kirkland, Rod Davis, Bill Falls, Henri Voegeli (chef), Don Ticehurst.

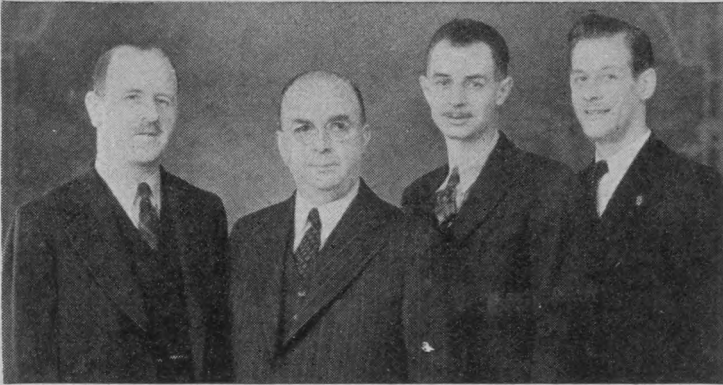
Head Table—Representatives of various manufacturers were among head table guests.

Below—Eaton curlers who visited Portage. (See Page Twenty-Nine.)



Rock Throwing "Bandits" Elude Police

O'Grady-Johnston Gang Snatch Police Curling Trophy



Left to right—"Bobs" O'Grady (172), skip; A. E. Johnston (154A), third; K. McGaw (172), second (sub); W. H. Davidson (172), lead. W. McCormack (239), missing from picture.

When policemen nab a gang of jewellery bandits that's routine news. But when slick-fingered gentry snatch the "jewellery" from the police—that is a headline sensation!

And it really happened when an Eaton rink skipped by "Bobs" O'Grady (172) won the Shea trophy, coveted mug that is emblematic of the Winnipeg Associated Police Curling championship. "Bobs" was aided and abetted in the snatch by that intrepid curler A. E. (Elmo) Johnston (154A) as 3rd; K. McGaw (172) 2nd (sub); W. McCormack (239) 2nd (missing from picture); and W. H. (Bud) Davidson (172) lead.

The boys won from a field of 12 rinks representing the following: city police, the R.C.M.P., St. Boniface police, Hudson's Bay, C.P.R. and C.N.R. investigation departments, air force and infantry provost departments. A total of thirteen games were played and it was a tough battle till the end. Our Eaton boys finally won on the last rock from the C.N.R.

Congratulations, champs. You had to be good to win from such stalwarts! Incidentally, the boys were called to Mr. Scrivener's office where congratulations took the form of handsome pigskin wallets with the name of each player embossed in gold.

* * * *

When Morrisons Meet

Portage la Prairie's Morrison is Irish and Winnipeg's is a Scot, But a Good Time Is Always Assured When They Meet

A group of 38 Eaton curlers visited Portage on Wednesday, February 6th, for their annual curling event. The Winnipeg rinks won all the games, **owing to Portage wanting to be courteous and sporty** (sez you!). The main shot of the day was won by "Nifty" Young who placed his first rock right on the button. "Nifty" was the life of the party for quite some time.

At the close of curling, a banquet was held at the Mayfair Hotel. A sing-song and impromptu entertainment was held at the close of the banquet. The following took part under the leadership of Mr. J. Morrison, head of department painters, who also gave a few songs: Fern Tellier, at the piano; Don Kirkland, songs; Mitch, songs; W. Melnyk, stories; H. Gussin, stories.

We were also honoured by the presence of Alderman Keith Stewart, who is well-known to Winnipeg Eatonians.

Looking on from the sidelines, everyone seemed to be having a real time. Come again next year, Eatonians, we will be glad to see you again. —J. Morrison.

(See pictures at bottom of Page Twenty-Eight)

THE GOOD EARTH

The smell of burning weeds
Upon the twilight air;
The piping of the frogs
From meadows wet and bare.
O waters running free
With full, exultant song,
Give me, for out-worn dream,
Life that is clean and strong.

O good earth, warm with youth,
My childhood heart renew.
Make me elate, sincere,
Simple and glad as you.
O springing things of green,
O waiting things of bloom,
O winging things of air,
Your lordship now resume.

—Charles G. D. Roberts.



Big Night at Balmoral

A bus load of Eaton curlers were warmly welcomed at Balmoral on the night of Wednesday, March 6th. After two hours of curling, during which scoring honours were even, refreshments were served by the ladies of the local committee. A dance was in progress in Balmoral's spacious, finely equipped hall and the Eaton boys were invited guests.

Five-star performances were given here by Tim O'Dell and Jack Newton. Tim and Jack tripped all the modern steps with ease. Nor were they less at home in the square dances—to the delight of the ladies and the envy of the rest of us. Another highlight was the pinch-hitting of Tom Elliott at the piano during orchestral intermission.

Pictures show a few of the curlers—while at top right, Eaton Club's president, Jack Thompson, sniffs the fragrance of fresh coffee. A great night!

* * * *

Sperling Hosts to Eatonians

During their visit to the Eaton Club at the Civic-Caledonian Rink in February, curlers of Sperling, Manitoba, invited our boys to pay a return visit. This was done Wednesday evening, March 13th, when two rinks made the journey.



While spring sunshine had made ice conditions heavy going, the Winnipeggers held their hosts to a draw.

Refreshments and a sing-song ended an enjoyable outing to this friendly neighbouring town.

Picture at left taken at the Sperling rink.

Thirty

Eaton Golf Club Swings Into Action Again

Past President P. F. Brigden set the pace at the well attended organization meeting in the Grill, Friday, March 8th. In his conversational, easy-to-listen-to style, he quickly covered a lot of ground in a short time. More important, he at once struck the note of energizing optimism so important at the start of a new season.

After a grateful (and graceful) tribute to the fine work done by his team of outgoing officers, who had the somewhat thankless task of carrying on during the war years, he made an appropriate (and applauded) acknowledgment of the help given him by "the one and only Joe Palmer."

Then came the real business of the meeting—the voting in of the new slate of officers. Mr. M. B. MacKinnon in a short, direct and very smooth-running motion proposed that the entire slate be accepted "as is." This was seconded by Mr. Eddie Martin and carried unanimously.

Finally, P. F. B. turned over the meeting to Mr. W. J. (Jack) McKeag, your president for 1946. He got a good "hand" on taking over, and thus encouraged, voiced a characteristically McKeagish acceptance of his new responsibility—short, direct and without any promises, other than to try to "shoot" in the same steady fashion as his predecessors. That, we venture to say, is what he is likely to do—with maybe some new, original and helpful directives of his own.

And now, for the benefit of you divot diggers who couldn't get to the meeting above mentioned,

HERE ARE THE NEW OFFICERS

Honourary president, Mr. J. D. Eaton. Honourary vice-president, Mr. R. S. McCordick. Honourary vice-president, Mr. G. M. Eaton. Honourary vice-president, Mr. R. M. Pinfold.

Past president, P. F. Brigden, life assurance; president, W. J. McKeag, 229; vice-presidents, A. D. MacDonell, 156; R. D. Hinch, 1762; honorary secretary, W. D. Milne, 119; secretary-treasurer, R. H. Craik, 100; publicity, W. E. Gray, 139, H. W. Anderson, 136.

EXECUTIVE

Mail Order: S. Fleming, 15; D. Oliphant, 44; R. Hutton, 61; J. Mobberley, 122; J. Day, 118. **Store:** M. L. Tasker, 901; J. K. Barling, 233; N. M. Gray, 209; H. Einarson, 100; S. Robertson, 271. **Printing Plant:** H. Poulin. **Garage and Drivers:** W. Mullin.



Jack McKeag, president

BRANDON STAFF STAGE BONSPIEL

During the past two months on Wednesday afternoons, the staff of our Brandon store has been using three sheets of ice at the Brandon Curling Club. Finally on Wednesday, February 13th, a mixed competition bonspiel was held with all departments of the store represented. Members of the winning rinks were: Jean McKenzie, lead; Gwen Trafford, second; Glen Rennick, third; Fred Pilcher, skip. Ellen Clark, lead; Eva Nolan, second; Alice Bunch, third; E. Fuller, skip.

All games were keenly contested, and it was a grand outing!

After curling, a very enjoyable lunch was served by the committee of the social club.



Bluebirds Final Flight



Top row at left—Allison Croft takes off.



Top row at right—Marge Jenkins wins first in slalom.



Second row at right—Verna Blaikie wins third in cross country.



Third row, centre—Shirley Baldner captures second place in cross country.



Third row, above—Defying the icy breeze, Superman Spenceley rolls up his sleeves and takes off.



Fourth row, centre—Joan Down streaks across the line to come in first in cross country.





SOFTBALL—BASEBALL

The general meeting of the Eaton softball and hardball leagues will convene at the Antique Tea Rooms, corner of Portage and Hargrave streets, at 7:45 p.m. sharp on Monday, April 8th.

Two members representing each team are allowed to vote. So have your team meetings beforehand, but remember this is an open meeting to which all who are interested may come and put forward any ideas which they may have.

It has been suggested that we run both baseball and softball under one executive this year, so the said executive will be elected from both groups, if that is your wish.

New officers must be found this year, as, like a transfusion, new and young blood must be injected to keep the league going.

The pictures shown here are players picked at random. Some of them are returned veterans who are ardent ball players.

We shall also need new coaches and managers for new girls' teams.

For baseball we will have to find new grounds and new equipment so don't fail to have your team meeting before the general meeting.

Any unattached players can be placed by getting in touch with the secretary-treasurer, Miss B. Sobkowich, mail order operating office, or Mr. George Allan, mail order time office.

Remember—It's your league—Come out and lend your support on Monday, April 8th, at 7:45 p.m., at the Antique Tea Rooms.

—Wm. N. Clay.

Bluebirds Final Flight

Field Day, Dinner and Dance Marks End of a Perfect Season!

The Lockport sky was never so blue as on March 6th; the snow just made for thrilling plunges into a sparkling shadow-flecked skier's paradise. A perfect day, a perfect crowd, and records just crying out to be broken. A perfect day, too, for the fifty-odd members of this "swish-swoom-and-somebody-grab-my-legs" club. And laden with skis, poles (and gals) of all sizes and shapes, also that waxy item which is very handy for sticking straying teeth back, they needed no urging. Soon inquisitive woodland folk saw doin's that made their hair (or fur, take your pick) stand on end! Slides, glides, with a bevy of beauteous snow maidens providing the "added attraction."

The "winnahs" of the various events are as follows: Women's cross country was captured by Joan Downes with Allison Croft and Shirley Baldner tying for second and Grace Martin third. First prize for the women's slalom (never could figure out what it meant) went to Marge Jenkins with Pat Nutter and Verna Blaikie coming second and third respectively. George McCreary carried off the honours in the men's cross country, followed by Dave Kidd and Paul Tardiff for a second and third. Barry Bougher came tops in the men's slalom with Jack

Adams second and Dave Johnston slid across the line for a third.

Fresh air combined with man-sized exercise makes for a mighty appetite, so a concentrated rush for the Lockport "Rendezvous" brought the field day to a close.

Mm! what a dinner; how sweet the strains of music lingering after the last crumb was gone!

Isabelle Hanna led a sing-song which got off to a fine(?) start with a rendering of "Just a Wee Deoch an' Doris" by—guess who—Isabelle! (she's Scots, you know). A charming! quartette of three baritones and one "soprano"—namely Ernie Gould—gave their version of "Home on the Range" by request of Dave Johnston. Not to be outdone, four feminine warblers choiced "Let Me Call You Sweetheart." Photographer Gould told a few stories and also gave with a solo in his lyric soprano (or was it?).

Our "groovy" pianist, Walter Graham, added his special touch for the social one-steps (social that is), then all out for the bus and home!

Once again the Bluebirds thank Harold Aseltine (president) and his valuable assistants Bill Spenceley, Janet Griffiths and the "hard at it" committee for the time and energy spent in planning a wonderful season ... Ski-ho!

HAIL AND FAREWELL!

After Six Years of Sending Smokes To the Services, Our Penny-a-Week Club Rings Down the Curtain With a Big "Thank You" To All!

THE JOB ACHIEVED

Total collected between March, 1940, and February, 1946:

Store.....\$16,962.00

Mail Order..... 9,085.00

\$26,047.00

**Total Smokes Sent.....8,000,000
or 347.22 Miles of Cigarettes!**



Miss M. Cameron,
president

"On March 11th, 1946, the Penny-a-Week Club completed six years of service," writes Mary Cameron, its founder and president. "Six years of devoted and self-sacrificing labour on the part of twenty-six secretaries, who week in and week out, month after month, year after year carried on.

"A most sincere thank you to all these devoted women for their splendid work, especially to Miss Marjorie Adams, secretary for the store. Thanks also to all the contributors to the Penny-a-Week fund, and a very special thank you to the Eaton Bowling League, who never forgot their fellow members and employees overseas.

"The work has been very hard and exacting, but there have been a lot of compensations. We have made friends all over Canada, the United Kingdom, Europe, India, Australia, New Zealand, Alaska, and even as far off as Japan. The Japanese actually allowed some cartons to be delivered to a few prisoners of war.



Miss M. Adams,
secretary for store

Eatonians' Gratitude

"Published here are a few of the thousands of letters of appreciation received from some of our own employees. Those of you who have not written to your secretary can still say thank you. I know they would appreciate that. Let us all hope that another war will never darken our lives and that all nations of the world will practise the arts of peace, forbearance and understanding."

* * *

"How about three cheers for the Penny-a-Week Club and Miss Cameron for the splendid success they have achieved through the war years. The efforts applied by this organization have helped in no small way in bringing joy and contentment to the vast number of Winnipeg Eatonians serving all over the world.

"Ray C. Bader, department 67, late Navy."

Thirty-Four

"To Miss Cameron, "February 11th, 1946.
"Penny-a-Week Club.

"I would like to extend my most sincere thanks to you, and the secretaries of the various Penny-a-Week Clubs throughout the mail order for so generously giving their time so that we overseas might have cigarettes.

"I would particularly like you to convey my thanks to Miss R. Comack, 113 department, who so ably kept me the envy of our outfit by regularly sending me 'smokes.'

"As human nature is so apt to forget, I am sure I can speak for the rest of the chaps when I say, 'thank you very much indeed,' your efforts were really appreciated. "S. Lentle."

* * *

"To Miss M. Scott, "February 2nd, 1946
"Secretary-treasurer,
"9th floor Penny-a-Week Club.

"Well, here I am back on 'Civvy Street' and having to buy my own cigarettes. I never kept track of how many I received from your club, and others too, but it was away up in the thousands and every last one of them was appreciated, not only by myself but by numerous friends who were not as fortunate as I.

"As the club is ceasing to function, I'd like to take this last opportunity of again saying 'thanks a million' for the way you have looked after my smoking comforts during the last six years.

"Chas. Bywater."

* * *

"To Miss M. Scott, "February 4th, 1946.
"Secretary-treasurer,
"9th floor Penny-a-Week Club.

"Now that I am home and settled down again to civilian life I want to extend my sincerest thanks for all the cigarettes I received while 'over there.' Believe me it meant an awful lot just to be remembered by the gang at home.

"Many thanks.

"J. P. Stewart, department 1762."

* * *

"Miss M. Scott, "February 5th, 1946.
"Secretary-treasurer,
"9th floor Penny-a-Week Club.

"I sincerely thank you and all those who contributed to your 9th floor Penny-a-Week Cigarette Fund. The cigarettes and parcels received overseas were, without saying, greatly appreciated; but the thought of being remembered by the 'gang' stays more in my mind.

"I trust I convey my appreciation when I say to all those who remembered 'thanks a million.'

"J. B. Donnett, department W15, mail order."

* * *

"To Miss Carruthers, Penny-a-Week Club.

"I wish to say many thanks for the cigarettes which I received from the Penny-a-Week Club, through you. They were certainly a welcome gift, as we were always short of smokes.

"Don Haddow, late R.C.A.F."

"To Miss Milne, "February 1st, 1946.
"Basement Penny-a-Week Club.

"Now that the battle has been won, most of the boys on active service have now returned to their homes, their jobs, and to their friends—friends who didn't forget while they were away. It is to these friends, such as yourself and those who worked with you, that we returned servicemen wish to express our gratitude for the countless packages of cigarettes received while abroad.

"In my position with a Canadian Press Camp, I, perhaps more so than others, contacted nearly every unit in the First Canadian Army, and can say with pride as an employee, that the T. Eaton Penny-a-Week Club was always a topic of bright conversation throughout the units in England and on the continent, due to their work in supplying cigarettes to the boys.

"Yes, the battle has been won; but it could not have been won unless the splendid spirit, as shown by you and your colleagues, had not been behind our fighting men.

"Many thanks for a job well done!

"Cpl. Vickery, A. L., department 928-49."

* * *

"To Miss Nan Allison,
"Secretary, Penny-a-Week Club.

"Let it be known that with all the numerous auxiliaries representing the various regiments and units of the men who were overseas the Eaton Penny-a-Week Club contributed more cigarettes per man than any.

"Those of us who were included on your overseas mailing list felt a deep gratitude whenever our name was called and made a recipient of 300 of our favorite brand of cigarettes.

"Knowing the amount of effort and work that there must have been in tracing down and shipping direct to each and every name on that list is something not to be forgotten.

"And I, as a late member of the armed forces, sincerely thank you and all of those people who contributed so generously to the Penny-a-Week Club.

"Thos. J. Freestone, department 237-23."

* * *

"To Miss Glasgow, "February 5th, 1946.
"Penny-a-Week Club.

"Having just returned from overseas, I wish to take this opportunity of extending my sincerest thanks to your Penny-a-Week Club.

"The smokes I received from your club were really appreciated.

"May I also extend my very warmest thanks to Miss Muriel Glasgow for her kindness in submitting my name.

"To all members of your club who contributed to its success and our pleasure I say 'thank you.' "E. A. Duke, formerly R.C.A.F."

* * *

"To Miss Beer, Penny-a-Week Club.

"I wish to extend my sincere thanks for the numerous cartons of smokes which I received from the Penny-a-Week Club while I was on active service with the R.C.N. On many occasions when our supply aboard ship was very low they were shared by the rest of the boys who were also very thankful for them.

"Walter Alexander, department 1074."

"February 6th, 1946.

"Dear Daisy:

"I'm writing this letter in an attempt to try and express my thanks to you, and all the supporters of the Penny-a-Week Club, for your great work in keeping us fellows supplied with cigarettes while we were on the other side.

"The cigarettes in England were not very plentiful, prices were high, and the quality of the wartime 'Limey' fags was much below ours. I would have had to quit smoking if I smoked many of them, as they were very hard on the throat. You can well realize that your noble effort provided this grateful soldier with many hours of smoking pleasure.

"We went on many schemes while in England, some lasting three or four weeks at a time. It was vitally essential that if we were to have a smoke when we wanted one, that we take a good supply with us. On three occasions, prior to going on these schemes, I was right out of smokes; but each time a day or so before we left, there was a carton of cigarettes in the mail for me. One instance I'll never forget, when we arrived in France in July. I was 'bumming' smokes (so were most of the boys) as things didn't look too bright and we were going into the line in two days. The next day the mail came in. I got your cigarettes—and was on top of the world again.

"We were in some pretty sticky places while the fight was on, and I, like many of the other boys, was pretty scared at times.

"It made all the difference in the world when, after things had quieted down a bit, you could light up your favorite brand of cigarettes.

"Bill Patterson."

* * *

"I would like to thank the Penny-a-Week Club, also the Browknitters, for the smokes and parcels sent to two young lads in my battery, who apparently had no relatives or friends and who otherwise would not have received gifts.

"Being in a position to know they received no mail, I forwarded their names to the respective clubs. On his return one of the lads, Gnr. M——, called on Miss Cameron and personally thanked her and her fellow workers for the most welcome gifts. The second boy, I'm sorry to say, was killed in Italy.

Shirt Factory. Tool

"May I also convey my sincere thanks through Contacts to the staff of 1748 for the regular monthly gift of cigarettes during my overseas service. Special mention to Mr. Jean Verdiel, who was responsible for mailing. His efficient and prompt despatch of this important item on the 6th of each month added to our morale and our pleasure. Personally I was one of the lucky blokes, having lost only two cartons due to enemy action. Thanks again!

"Dave Leckie (1748)."



A Cheer and a Thank You!

Final Report of Sales and Expense Staffs Cigarette Fund Nears the Thousand-Dollar Mark!

"My cigarette! The amulet
That charms afar unrest and sorrow,
The magic wand, that far beyond
Today, can conjure up tomorrow."

Again let's doff the brown derby to another small group who also did a "swell" job for the boys overseas! Final figures of the sales and expense offices' cigarette fund show that smokes to the tune of \$910.29 were sent abroad during the war years.

The list comprises 141 names to whom smokes were sent.

Hundreds of grateful letters have been received from Europe, North Africa, South Africa, India, Egypt, Australia and New Zealand.

HERE ARE EXTRACTS FROM A FEW

"My Dear Friends: "August 17th, 1942.

"May I take this means of thanking you most sincerely for your welcome gift of cigarettes. They surely are always a welcome gift, but these received today were more so as 'yours truly' ran out last Friday. With the best to everyone concerned and another sincere 'thank you.'"

"Maurice R. Scott."

Many Will Remember Margaret Sutherland

"June 17th, 1945.

"Hello Everyone:

"A carton of cigarettes arrived from you a couple of days ago, and were they ever appreciated! It was awfully kind of you to send them after that wonderfully generous Christmas parcel. Thanks very much.

"Lt. M. Ridgeway, C.R.C.C. (nee Margaret Sutherland, formerly of executive office)."

* * *

"June 22nd, 1945.

"Dear Miss Bell:

"It is indeed a pleasure to reflect that you people at home throughout the war have not forgotten that we over here exist. You have been very good to me. The receipt of your cigarettes meant more than the fact that I could continue to smoke. I hope you appreciate that I feel deeply and sincerely thankful to be returning to people like you. Good people.

"William Hardy, sales and expense."

OCCUPATIONAL OSCAR—By Tingley

(From "The Maple Leaf," overseas newspaper of the Canadian army in Germany. Sent to Contacts by Miss K. Chapman, 33)



"Occupation, occupation! I had a better occupation in Eaton's basement!"

YOU FIGURE IT!

You'll reduce—you know where—
Keep yourself trim,
Keep yourself slim,
Don't leave it 'till later!
If you walk the stair
You'll reduce—you know where—
But not if you cater
To the elevator. —Saks News.

* * *

ELOQUENCE

And it is so plain to me that eloquence, like swimming, is an art which all men might learn, though so few do.

—Emerson.

* * *

Blessed is the man who, having nothing to say, abstains from giving the evidence of the fact.

—George Elliot.

* * *

An idler is a watch that lacks both hands,
As useless when it goes as when it stands.

—William Cowper.

* * *

Associate yourself with men of good quality, if you esteem your reputation.

—George Washington.



BASEMENT STORE

Who was the handsome fella holdin' hands with a 928 gal? Spring is really coming in with a bang, isn't it, folks!

The basement notions moan the loss of Mr. J. M. Best, who left the Company for new responsibilities in Fort William. Mr. J. Dunlop (group supervisor) made the presentation of a desk set on behalf of the staff.

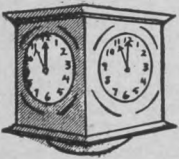
Sorry to hear that Stella Shozda (926) has been "under the weather."

The air force has finally relinquished George Allen, and he can now be found in the basement notions.

What would the basement toy counter do if W. P. wasn't around to fix their toy cars for them? He likes to try them out on the floor, too!

* * *

MAIN FLOOR



Kay Reid, popular section head of the button counter had a birthday... how many? Well, it's her fifth as a button gal; and guess what—the girls made her a cake! The luck of some people!

Reported that Mr. W. J. Wakefield, head of department notions, has been in "dry dock" for repairs. His gals wish him a speedy recovery!

Butterflies in the Tummy!

"Somebody grab my leg," was the popular comment voiced by the gang of the housewife section of the notions on February 28th when risking life and limb in the joys of tobogganing at Polo Park. The stockroom boys enjoyed the scenery(?) while the Amazon maidens pulled up the toboggans. It was a hungry bunch that returned to the home of Ruby Williams where "eats" awaited them. The added attraction featured Bob Herriot and his melodious voice. How about teaching us to sing "Little Yellow Bird," Bob? By the way, wonder what happened to Hector McDermitt's hat that evening?

Well, well, this sounds promising! Joan Jones (notions) received a lovely bouquet of roses from her sailor man in the east; both roses and recipient doin' fine.

March 6th was a gala evening for the candy department and factory staff, for it marked the debut of the department's ten returned boys to civilian life again. A dinner was held at the St. Regis Hotel with Mr. H. R. Screation (group supervisor) welcoming the boys. Lt.-Col. R. D. Hinch (head of department, factory) replied on behalf of the returned men. Dancing and a sing-song followed.

ON THE HANDS DOWN!

Glove and Hosiery Gals Take Up "P.T."

If, when wandering through the hosiery department, heartrending groans make your blood freeze and even the hair on the hairiest pate to stand on end, don't go into a tail spin for it's only the morning after the night before, according to them hosiery (I'm-about-ready-for-the-hospital) gals! The truth has leaked out—ah well, the way of all flesh!

About February 1st, forty girls got together and decided to start a physical training club "for health and beauty" said Mr. C. Campbell, group supervisor, whose brain child it was. "Swell idea" said the gals with enthusiasm. And so if you're in the vicinity of the Civic Caledonian rink some Monday evening, those twanging noises you hear are only protesting muscles "giving up the ghost!"

Keep up those back bends, girls, we're all p-u-l-l-i-n-g for you!

A buttercup is reported to have poked its petals into the "spool" counter. Well as I always say, butter is where you find it!

A baffling question—"could you please give me an inch of belting a yard wide?"

Watch out, George! The notions gals have been asking if you're a bachelor. Are you?

Never A Dull Moment

The stationery department's annual tally-ho party held on the night of February 15th was enjoyed by some thirty-odd members (successfully recovered from last year's tussle).

Boarding two congested sleighs the tour was on—through back lanes and snow piles, with never a dull moment judging by the number of folk who met snowbanks in a three-point landing. Others just didn't look where they were going, so they soon "took a header!" After the ride, the gang tripped (and we do mean tripped) down to the domicile of Jimmy Thoms (5 department) where hospitality and some real fancy dancing reigned! One gal lost her voice on the dance floor—guess how! With a vote of thanks to the hosts, the party broke up in time to prepare bruised bones for store opening... Ouch!

Very sorry to hear that Anne Bolingbroke (notions) has been ill for quite some time. Hope that she will soon be on the road to recovery.

Fearing the shortage of eatables in England would discourage Mr. C. A. Campbell (group supervisor, hosiery department), his doting salesgirls made up a parcel of food of every kind and shape. It's reported that they had a hard time shaving it down to the maximum seven pounds.

Destination—altar! Marge Cardwell is sporting a sparkler; destination is clear although future plans are hazy.

Who's ze mam'selle (hosiery) who finds "plaisure" in changing ze coiffure?

New facials; foundations, etc., and all sorts of ideas came the way of Mrs. W. Smith and Miss M. Featherstone (toilettries) when they attended the school of Charles of the Ritz. So gals, if you feel you need a new face this spring, don't despair. Pack up your troubles and bring them to our two experts!



Slacks and Sad Sacks

Ooh, the sights the man in the moon saw on March 6th! Tumbles on rumbles with laughter galore, then pushing and pulling with laughter some more! The event of all this festivity was a tally-ho held by the members of the hosiery gang. After bruising the outer-self the gang retired to the Deer Lodge Memorial Hall where the inner-self was filled. Dancing followed—then home.

A belated "happy birthday" to Mr. Freddie Topping (economy). His natal day was on March 6th.

Slender, dark-eyed Joey Zolinski surprised scribe and candy colleagues when she tripped in one morning with the added sparkle of a diamond. Will we be hearing wedding bells soon? Don't make it too soon, Joey, we don't want to lose you!



The drug department will be sorry to lose Irene Peterson, who is leaving shortly for the east to meet her future mother- and father-in-law. The wedding bells will ring some time in the summer.

Gloria Cochrane (toiletory section) is back after a short illness.

Eva Johnston (toilettries) is minus a tooth. The pull of some people!

* * *

SECOND FLOOR



Mildred Stemkoski's smiling voice is now heard over department 345 phones on the eighth floor. She was formerly on the sales floor. Joyce Smith (post office) has joined the list of the bliss-

fully wed as of March 16th. Petite Joyce was presented with an armchair (big enough for her and husband) by the department, also two beautiful pictures. The groom is Jimmy White (fruits), whose picture appeared in March Contacts' Gallery of Gallantry. Best wishes to this new Eatonian couple!

Glad to see Marge Graham, staples, back after her recent illness.

Judging from a letter, Ruby Lama, who's on a prolonged holiday in Los Angeles, is having a wonderful time.

Bruce Tarrant (post office) is back with us again after a two-month illness.

Kay Allen (yard goods) is one of cupid's "chilluns" this month 'cause it's a diamond she's a-wearing!

What could be sweeter than a swift canter across the snowy prairie followed by a piping hot breakfast? That's how Ethel Smith (lending library) and her mount "Martha Gaines" feel about it, anyway.

The camera man caught Ethel and Martha, at top right corner, during a recent early morning breakfast party at the Horseman's Club. Temperature a bracing 11 degrees below.



Ethel and Martha

* * *

THIRD FLOOR

On March 12th, department 281 held their **second meat ball**, same people, same time, same station! Yep, Frank Patry and Bob Stacey went over the top again and the "do" was a howling success. The confectionery delights were praised to the sky, with Edna Davey, Marilyn Houston, K. Sych and M. Stoutenberg blushingly murmuring: "Ah, 'tain't nothin', folks, wait till next time!" Other helpers included Tommy Poole (plus grin) and Arthur Taylor, both making wonderful doormen and table setters (wonder if all the food reached the table?). Thanks go to one and all who attended, and who made the night one to be remembered.

Sorry to hear of Mr. A. Clarke's illness, but we all hope to have him back soon.



Any smoked glasses handy? Why? Joyce Franklyn (dog supply shop) has the answer to that one right on the third finger of her left hand.

The luscious sparkler was given to our Joycie by Doug McPherson.

A letter comes to Contacts from Miss Della Porter, formerly of the superintendent's office here. A few months prior to the death of her mother, Miss Porter returned to her old position with the Toronto store. She writes:

"I would greatly appreciate your help in expressing my thanks to the folks at Winnipeg in a way that will repay a little of their many kindnesses. Also thank all my associates who made those two years in the Winnipeg store most enjoyable, and to say the least, uplifting. Everyone I knew there was so very thoughtful and kind sending me expressions of sympathy during the loss of my mother, who passed away suddenly on February 20th."

Springtime Romance



Congratulations from a legion of friends around the store and mail order to Mr. W. L. Cable (supervisor of the hardware department) and Mrs. Cable, who celebrated their 25th wedding anniversary on the first day of spring, March 21st. The staff of the hardware department expressed their congratulations with a bouquet of roses to the bride.

* * *

FOURTH FLOOR



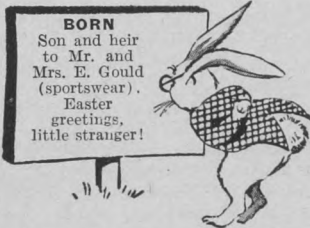
A diamond is shedding its reflected glory around Jean Forrest (lingerie). Her one and only is Mr. H. M. Sweetney, and 'tis rumoured that "two" will become "one" in June.

Joyce Ackland (lingerie) has undergone an operation. Hope you will soon be recovered and back with us, Joycie!

Congratulations seem to be in the air for the sportswear department. Mrs. Lough (nee Myrtle Coughy) has a brand new baby girl, and it's a girl, also, for Mrs. Dave Pollock! Both families are doing fine (fathers included)!

Bill Douglas (formerly of 246 department) has left us for the eastern clime.

Welcome back to Major Gerry Pryce. Confidentially, folks, he's looking as happy as ever!



Some women like to forget birthdays—but Millie Strogas (women's wear) never will, for on that date her very special "special" placed a sparkler on her finger.

Glad to hear that Mrs. D. Batton (women's coats) is recovering nicely after a serious illness.

Sincere sympathy to Miss E. Charles (women's coats) in the loss of a brother.



The women's alteration department reports that the sick list has claimed another of its members. Runa Hallson has been in the hospital some time now (handsome interns?). Barbara Baker is back at work after her illness.



Only a "Boid" in a Gilded Cage

I'm only a warbler stuck in a hole
With darkness around me just like a mole,
I peeped and I squawked, I squirmed and I kicked,
But what did it get me, the repairmen were licked.

With fear and with trembling I waited the end,
My canary heart quivered, my knees wouldn't bend—

When welcome, oh welcome a sound reached my ear,

Two gals on a ladder climbed up with a cheer—

The grille of the vent they removed with a will,
An arm stretched to reach me, I covered quite still,

The warm fingers found me, I gave some small kicks,

Then out I was pulled without any tricks.

Imagine my joy on beholding the light,
I cheerfully warbled "I'm over my fright!"
My thanks to Phyl Scoville, Kay Ogilvie, too,
Then back to my cage on the third floor I flew!

* * *

FIFTH FLOOR

"and so they were married"

Lily McKinnon surprised 300 department by becoming Mrs. William Chaytor on March 7th. A presentation of a chenille bedspread plus linens, was made by Mr. G. T. Fox on behalf of the department, and a get-together was held at the "Blackstone" with Lily, the guest of honour, being presented with a gift of linens.



Served with your coffee is a glimpse of a nifty sparkler on the finger of Fern Nesbitt (coffee bar). How about coming across with his name, Fern!

A speedy recovery is wished Pat McIntosh (5th floor coffee bar). Pat has undergone another operation but is coming along fine!

This photo, sent from Iceland, shows Miss Ronnie Jasson, formerly of 300 department, with her Icelandic mother, who has since died at the grand old age of 94. Ronnie, who sent the picture to Miss Nell Davis, will be remembered by her many friends who frequented the cafeteria a few years back.





Above—Smiling Irene surrounded by co-workers. At right—Mr. R. B. T. Whitbread extends best wishes on behalf of all.




IRENE ENGLISH SAYS "AU REVOIR"

"You are going to help fill the granary of needy Europe," was the comment of Mr. R. B. T. Whitbread, wages office chief, to Miss Irene English, as late in February he presented her with several lovely gifts of linen on behalf of her associates. Miss English of the wages office staff and formerly president of the Eaton Women's Curling Club, was leaving to be married on March 2nd. The lucky man is Mr. Alex McDonald, a farmer of Boissevain, recently returned after five years overseas. Ere this they will have taken up farming at Minto, Man.

Since Miss English was born on a farm at Nesbitt "she will be a tower of strength to her husband," was the way Mr. Whitbread put it on wishing the charming Irene the best of luck and assuring her she would be greatly missed.

SEVENTH FLOOR



On March 13th, a terrific battle between 277 and 261 departments was witnessed at the Victoria Bowling Alleys. Cries of distress were heard from the sporting goods members 'cause those "no account" bowlers from 277 had taken them to the cleaners by the total of 612 pins. Total department scores were: sporting goods, 8,776; electricals, 9,388. The ladies' high was captured by Kay MacDonald, with Harold Morgan taking the honours for the men.

A little bird is whispering a tune to the effect that the sporting goods are manufacturing a trophy, size, style, etc., unknown. On going to press a return match is being talked about for March 27th.

It's a girl for Howard Gillam (electricals)! Mother and daughter doing fine.

Sorry to hear that Mr. Gordon Eisner's wife is in the hospital. Hope that she will soon be up and around again.

Short Short Shorts

"Please, sir," wailed the little boy lost in the department store, "have you seen a lady without a little boy who looks like me?"

* * *

Idyllic Romance

"I love you. Ouch!"

"I love you. Ouch!"

And you have, in a nutshell, the story of two porcupines necking.

ELEVATORS—Ups and Downs

Glad to see Mr. J. Farler back on the job after nursing an injury for three weeks.

Jean Kunc has left us in favour of wedded bliss. The young couple will reside in Winnipeg, and to help light up the little "love nest", the elevator gals presented Jean with a beautiful lamp.

We sympathize with Ann Shymanski who is in the hospital with scarlet fever. Ann, hurry and serve your time (hospital daylight saving) so that we can have you with us again.

Margaret Light's bright light (Robert?) dwells in the wide open spaces. Don't be surprised if she becomes a farmer's wife one of these days. Mm! bet she'd set a new record with a milk pail!



Yep, You Can Soon Get Away From It All

What with most of the boys back home, spring sunshine flooding the sidewalks, holiday lists in the offing and the big golf tournaments back with us (see page 31) . . . "happy days are here again!"





Seen and heard in the MAIL ORDER



By R. Einarson and W. Simpson



Department 122, 113. Welcome home to Doris Farrington after two years' service in the navy.

Two lovely new diamonds to report this month. The lucky girls are Irene Johnson and Margaret Roberts! Best of luck, girls!

* * *

By E. McHugh, E. Holmes and Pat Buckley



Department 1767 is pleased to welcome back three more of our boys from the forces: W. Fiddler, C. Murray and J. Oakdean. Jimmy Oakdean was one of the first to leave the workroom in 1940 and proceeded overseas almost immediately with the Provost Corps. While across the water, Jim covered a lot of territory and saw many sights both vivid and beautiful which, he reports, will linger in his memory for a long time to come.



Department 1024: Easter will be a joyous occasion for Pat Fathers 'cause now she can sport a "beootiful" diamond in the Easter parade. Keith Atkinson is the lucky groom to be.

Willis Dalgleish is on the sick list this month. Hope that he'll be back in time to slosh through the mud with the rest of "us ducks!"

Deepest sympathy to

Mrs. A. Jacobsen in the loss of her beloved husband.

Department 1751 basks in the company of John Bartholemew, who has returned after a three months' leave of absence due to illness.

* * *

By E. Lane



They weren't all Irish, but their eyes were certainly smilin' when the staff and friends of department 32 met at the home of Miss "Joe" Cassidy on March 16th. Sure and it was to celebrate St. Patrick's Day and a foine evenin' it was, too! Games,

dancing and eats rounded out an evening which would have made good old St. Patrick's eyes dance with delight!

By M. Doolan, R. J. Wood and B. Gibson

Department 60: All the way across the briny deep to become a bride is the fate of Mattie Robson. Her destination is Sydney, Australia, where her wedding to Flt/Sgt. Ronald Riley (R.A.A.F.) will take place.

To put Mattie "Riley" in the mood, the department presented her with an Irish linen table cloth, Mr. P. J. McRae doing the honours. Also a luncheon was held at the Homestead in Mattie's honour by the girls of the department . . . Bon voyage for a happy future "down under!"

Department 12. Pleased to welcome Walter Melmoth back to our staff after service overseas.

One for the dispensary! Below is a copy of a prescription recently received from a customer:

- 1 part obedience
- 1 part love
- 1 part affection

We were obliged to cancel the order. Sorry, unable to fill!

* * *

By M. Mackie, J. Burns and I. Kirkpatrick

Department 33: A breath-taking weekend in the life of Bea Hardcastle; the last we heard from Bea she was off to meet a troop train and when next we saw her she had a beautiful diamond on that important finger, from H. Healy, just returned from overseas. Best wishes to the happy couple.

Glad to report that Ivy Lewis is back to work and is feeling much better after her recent illness.

Department 36: Best wishes for a speedy recovery to Ruth Olsen who's convalescing after a recent operation.

Sorry to report that Ruby Gibb is ill. Hope that she will soon be feeling better.

On March 20th, Miss Betty Sim celebrated her thirtieth anniversary with the Company. During the day friends showered her with congratulations and gifts. The girls of the department held a dinner honouring Miss Sim at the Antique Tea Rooms, and presented her with a handbag. Simmie has played an important role during the war years as secretary of our Overseas Cigarette Fund, and is an enthusiastic bowler with the Eaton Bowling League.



Congratulations to Olie Westman on coming second in the doubles event in the recent Winnipeg Five-Pin Bowling Tournament!

* * *

By E. Dempsey and G. U. Murray



Department 44. Honours again come our way, for this is what Mrs. Catherine C. Hemingway, of West Summerland, B.C., writes:

"This is just to say that the coat you sent me far exceeded my expectations. I am more than pleased with it, it's so warm and comfortable. So I write to say 'thank you very much,' I will not forget."

Saturday, March 9th, was a big night for members and former members of 44 and 48 departments. The place: the Credit Union Hall, Norwood.

Mr. and Mrs. Francis and Helgi Johnson were the spark plugs of organizing the affair, and in our opinion it was one of the most notable events we have had in years.

Dances in practically every variation were attempted — from the Highland fling to the Rebecca Lodge schottische (an outstanding performance, Winnie). Doreen Sanderson put on a beautiful exhibition assisted by Johnny Walker, but was unable to oblige with an encore. Mrs. Dempsey lost her husband in the first scrimmage and devoted the remainder of the evening to the scullery.

Mr. and Mrs. MacKenzie also attended, but Fred Martin (retired to his ranch for the weekend) was unable to be present.

After the "do" warmed up, Dave Oliphant arrived with a party of local savages, so we amused them by letting them perform their tribal war dance. It turned out they weren't so ferocious, just hungry. When things quietened down and we realized that it was getting near time for church, the party gradually broke up. Too bad, but we'll have another one soon.

* * *

By M. Ewing, M. Thompson, D. Couch, I. Duffield, D. Balsden and R. Soutter



Departments 169, 159, 173. "O, what a wonderful evening!" A hike and social was held on March 1st, by our three departments, out at Sturgeon Creek. Everyone had a "whopping" good time (and we don't mean maybe!)

Sorry to report that Pearl Chapman and Ella McLennan are on the sick list.

Department 139: Glad to report that Dent Casson is progressing favorably. Dent is leaving Winnipeg for a month's vacation in Toronto. Best of luck, chum!

Mrs. Murphy looks "fit as a fiddle" after her vacation at the coast and United States!

Welcome back to Bill Hogg and Ray Puttaert, just returned from the services.

March 9th, department 136 presented Mr. A. Osborne with a table mirror to coincide with the official dinner tendered him by his colleagues.



Department 116: Miss Bertie Zeitler and Mrs. Molly Miller entertained at a shower in honour of Jane Sparks on February 3rd. Florence Irwin sang and gifts of flatware and other miscellaneous gifts were presented to the guest of honour. The wedding took place on February 23rd to Mr. P. U. Urbanovitch.

Jean Balak and Thelma Anderson left to attend business college. Good luck, girls!

Our sympathy to Frances Moffat on the loss of a sister.

Delores Jeffrey is sporting a ring given her by Charles Seed (I mean Chuck) of department 122.

Department 118's Bowling League

On March 2nd, 118 department got together and formed a Saturday afternoon bowling league. With eight teams "rolling" enthusiasm is running high and competition is keen. Three games have already been played, with four more to go. The "Hornets" captained by "Jumbo" Westman and the "Rockets" by "Slim" Leveque, are tied for first place, closely followed by Mr. Merritt's "Characters."

Some of the beginners are really taking great strides—watch out ye seasoned bowlers!

* * *

By Dorothy Dee, H. Price, L. Montgomery and J. Soboden

What was the "brilliant" attraction around the cancellation desk, men's furnishings, on March 11th? Well, a little birdie told us that Mable Morrow was featuring a beautiful diamond on that important finger. Fred Cutforth is the lucky man—hope you're not kidding about those holidays on the farm, Mabel!



Glad to have Mary Watson (men's furnishings) back with us after a bout with the flu.

Here's hopin' that a certain Irish gentleman in department 28 will not forget to water that little shamrock and keep the piggy bank filled up!

Saturday, February 23rd, will be a night long remembered in the memory of the staff of departments 22 and 24. The occasion was a party at the home of the V. Gilmer's with almost everything delightful in the way of eats and entertainment. Mrs. Aker and Miss Simpson really scored in the quiz games and came off with top honours including prizes. Thanks for a wonderful evening.

Looks like departments 22 and 24 are going to be without the services of Ruby Woods in a very short while. Ruby received that binding ring on March 4th. According to the bride-to-be, the wedding bells will ring in the early part of the summer.

Some real shindigs were observed on March 6th in the St. Regis Hotel when the departments of 1762 and 214 got together for a dinner and dance. The food was good, dancing was swell and mm! those partners!

PRINTING PLANT PATTTER

By Miss M. Hoffman



Another printing plant romance has burst into full bloom with spring flowers. James Fellowes (press room) has wooed and won Phyllis Edwards (assistant supervisor bindery); and does that diamond sparkle! The extra help girls swung a little surprise for Phyllis, presenting her with a gleaming crystal mirror and corsage, Alice Barran and Florence Tustin doing the honours. The wedding ceremony is to take place on April 6th in St. Saviour's Church, Morse Place.

March 16th marked the wedding of Leonard Reed (foundry) to Audrey Sigrid Jonasson (mail order farm implements) at the home of the bride's parents, 370 Arlington St. Leonard received a table lamp and smoking stand from the printing gang with best wishes for smooth sailing through the years ahead.

Another wedding belle of the month was honoured at a shower held for Norma Dixon at

the home of May Adderley. Norma is becoming the wife of Dennis Donehue at Moose Jaw. The gift of a peach chenille bedspread was presented on behalf of the department by Phyllis Edwards. Good luck boys and gals on the start of your matrimonial careers!

Ninth Floor Mail Order (Continued)

Welcome back to Harold Rothwell, Allan McFadzean, Jack Rodgers and Bert Enefer who recently returned to department 1762 from the services.

Glad to see Mary Hanovich back after a lengthy illness!

It's reported that Hugh Keillor is convalescing in Deer Lodge hospital after an operation. Get well quick, Hugh, we're pulling for you!

*Sorry to hear
You're so Sick!*



MEN AT WORK—What's Going On Around Here?

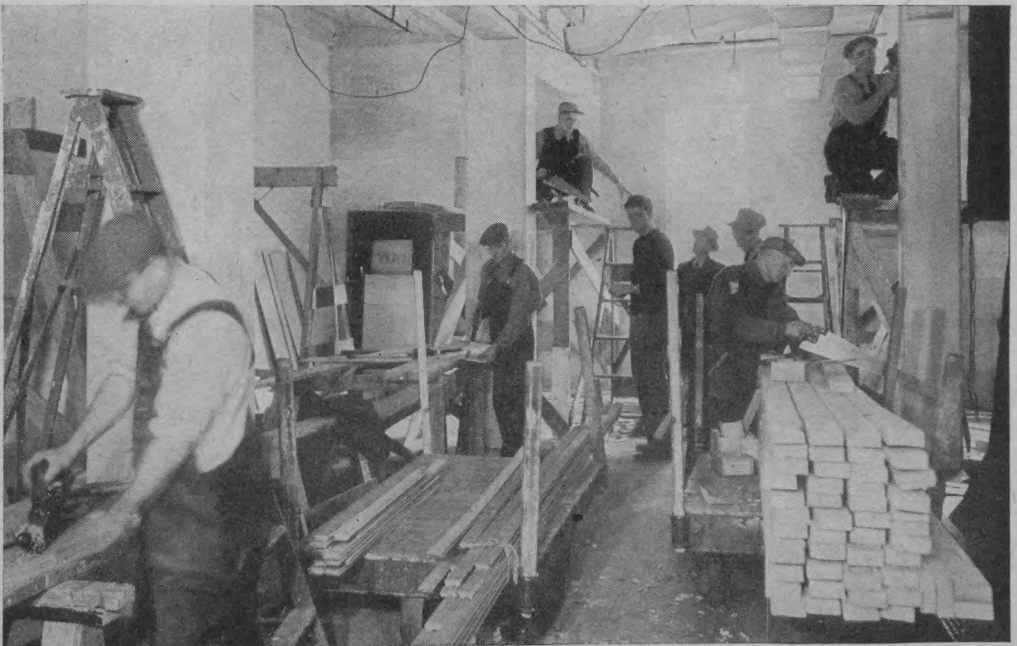
Many Eatonians have asked that question as they hurried to and from the time office. The answer (probably apparent before Contacts is off the press) is new and larger lecture rooms which are being built for the educational benefit of the staff.

Here, where the busy blows of hammers and the buzz of saws were heard (this picture) will soon be a new, modernized employment office. Space now occupied by our employment office will be used for these new lecture rooms.

Now meet the carpenters in the picture: Dick Hollands, left foreground; Tom Ryan enclosing beams for modern effect; Jerry Long works on flooring; Ed Jolicoeur also modernizing beams; Tony Bamberger, at centre on platform, and Robt. Knowles, on platform at right, are also "on the beam."

Joe Oakapiece (fedora) is passing up the material to Tony.

See that tall boy standing beside the ladder at back and facing camera? That's Ed Hiscock. Ed's just back from the navy. In his second year as a medical student, Ed is working his way for a doctor's degree—best of luck, doctor-to-be—we know you'll make it!



EASTER BUNNIES
(Contacts' Back Cover)

- 1. **Carole Ann**, 2½ years, daughter of Mr. Robert Smith (928).
- 2. **Van**, 7 months, son of Mr. K. Johnson (173).
- 3. **Gary Calvert**, 4-year-old son of Harold Edwood (60).
- 4. **June Lenore**, 20 months. Mother nee Marjorie Johnson (wages office); father Mr. J. Lindsay (assistant, lingerie).
- 5. **Lorraine**, 19 months. Mother, Mrs. Florence Matthews (300).
- 6. **Shirley Anne**, 1 year. Father, Gordon Keeping (Dominion Bridge Co.); granddad, Mr. Harold Keeping (elevators).
- 7. **Allen**, 5 years, son of Harry Bell (women's shoes).
- 8. **Kenneth**, 2 years, son of Mr. K. Johnson (173).
- 9. **Heather Forrest** (left). Mother was Helen Ferguson (268); **Beverly Bostock** (right), daughter of Bill Bostock (15).
- 10. **Richard**, 3 months, son of Alfred Forbes (209).
- 11. **Bobby**, 9 months. Father, Mr. Jack Hunter (5).
- 12. **Sherrill Macdugal**, 2¼ years. Mother was Margaret Keeping (expense office), now Mrs. K. Macdugal. Granddad, Mr. Harold Keeping (elevators).
- 13. **Billy**, 1 year, son of Mrs. B. Moody (nee Irene Deherty, formerly 54 department); father Lt. B. R. Moody (1745), Cameron Highlanders, wounded at Dieppe.
- 14. **Mildred May**, 3 months, daughter of Mrs. George Brunsel (nee May Johnson, formerly of department 3).
- 15. **Jimmy Keeping**, 11 months, grandson of Mr. Harold Keeping (elevators). Daddy, Mr. Norman Keeping, Washington, D.C. (formerly drugs).
- 16. **Wayne**, 2 months, son of Mr. Harold Bell (women's shoes).

CONTACTS



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IF YOU THINK YOU CAN!

If you think you are beaten, you are;
If you think that you dare not, you don't;
If you'd like to win but you think you can't,
It's almost certain you won't.
If you think you'll lose, you're lost,
For out in the world you'll find
Success begins with a fellow's will—
It's all in the state of mind.

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In Memoriam

"How living are the dead! Enshrined, but not apart!"

Mr. Thomas French Is Laid To Rest

Mr. Thomas French, formerly mail order superintendent and a pioneer Eatonian of 33 years' outstanding service, passed away at Vancouver on Monday, March 11th. He was 62.

Born at Belfast, Ireland, Mr. French came to Winnipeg in 1905 and first worked on the construction of the store building. Joining the general office staff in 1906, he steadily advanced to head of the sales audit in 1911. In 1916, Mr. French was appointed head of the expense office, which position he held until 1933 when he became mail order superintendent. Retiring from business life in May, 1938, he moved to Vancouver.

He is survived by three daughters: Mrs. C. A. B. MacRury, of Saskatoon; Mrs. John Paterson, Winnipeg, and Mrs. W. Vasil, Vancouver.

Mr. French was laid to rest in Elmwood Cemetery, Winnipeg, a large gathering of former associates paying their last respects.



Mr. John Banks

The sudden passing of Mr. John Banks on Saturday, March 23rd, was a shock to his many friends. Mr. Banks, who was born near Lurgan, Ireland, came to Eaton's in 1929. He was a member of the fire inspector's staff and a well-liked and popular personality among his fellow workers. He served overseas in World War II with the R.C.E.M.E. Surviving are his wife and stepson, to whom is extended our deepest sympathy.



— • —

We extend deepest sympathy to the following Eatonians who have recently lost someone dear to them:

In the Loss of a Father

Miss M. Fraser (105)
Miss A. Borland (279)
Miss E. Cumming (117)
Miss J. Jones (222)
Mr. A. Jones (284)
Mr. D. Jones (300E)
Mrs. F. Spidall (80)

In the Loss of a Mother

Mr. E. Price (129)
Mrs. F. Lauch (223 Aux.)
Miss M. Bowyer (1745)
In the Loss of Her Husband
Mrs. A. Jacobsen (1024WR)

In the Loss of a Son

Mr. A. C. Lavoie (122B)

In the Loss of a Brother

Mrs. M. Saunders (279P)
Miss F. Tomes (279)
Mr. W. D. McLaren (1745)
Miss E. Charles (244)

In the Loss of a Sister

Miss F. Moffat (116)

Easter Bunnies

